

MAY 15, 1954

MOTION PICTURE HERALD

20th-Fox Consults The Customers

**A HERALD pictorial story
of the meeting that changed
a major distributor policy**



REVIEWS (In Product Digest): **MAGNIFICENT OBSESSION, THREE COINS IN THE FOUNTAIN, MEN OF THE FIGHTING LADY**

Entered as second-class matter January 12, 1931, at the Post Office, at New York City, U. S. A., under the act of March 1, 1879. Published weekly by Quigley Publishing Co., Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Subscription prices: \$5.00 a year in the Americas, \$10.00 a year Foreign. Single copy, 25 cents. All contents copyrighted 1954 by Quigley Publishing Company, Inc.

My Intimate Diary - by Leo



"Hooray!"



You should have seen our Sales Execs doing hoop-las in the projection room last week when we screened an advance print of the sensational "SEVEN BRIDES FOR SEVEN BROTHERS" in CinemaScope—color, too. It stars Jane Powell, Howard Keel and a screen full of young talents all-out for love-making. Some folks call me King of the Musicals. All right, so it's true!

The Broadway scene is very Lion-ish (that's me, pals). For instance:

RADIO CITY MUSIC HALL: Sensational "EXECUTIVE SUITE" (*starring Academy Award winner William Holden and June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch*) — acclaimed by the critics and applauded by the public, successor to another Music Hall record-breaker, "ROSE MARIE" (CinemaScope — color; *Ann Blyth, Howard Keel, Fernando Lamas*) — to be followed by "THE STUDENT PRINCE" (CinemaScope — color; *Ann Blyth, Edmund Purdom and the singing voice of Mario Lanza*).

STATE: Box-office music as fans applaud lovely Lana Turner, even more exciting as a brunette (*with Pier Angeli, Carlos*



(continued)

(continued)

Thompson) in the fiery romance, "FLAME AND THE FLESH" (Technicolor).

VICTORIA: Exploitation natural grips Times Sq. "PRISONER OF WAR" (*Ronald Reagan, Steve Forrest, Dewey Martin, Oscar Homolka*).

GLOBE: Thrilling drama of Navy's jet pilots bombs Broadway — "MEN OF THE FIGHTING LADY" (Color; *Van Johnson, Walter Pidgeon, Louis Calhern, Dewey Martin, Keenan Wynn, Frank Lovejoy*).

TRANS-LUX 52nd St.: That phenom of show business, "LILI," continues to pack them in, in its 2nd year. (Incidentally, it's a clean-up in repeat bookings everywhere since it won so much praise, not to mention the Academy Award for music. Inquire!)

"Don't listen to
kill-joys!"



Random Thought: A lot of those gloomy folk who predicted the rout of movies by TV are now confessing they don't turn on their sets nearly as much as formerly. The movie-going habit is getting to be a habit again. Nothing to equal a good movie. Where else can you see great color musicals like "The Student Prince" or big, star-studded attractions like "Executive Suite." Only in the movie theatres, natch!

"Inside
Stuff!"



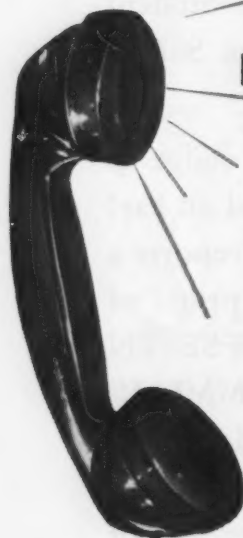
When the tip-off comes from as experienced a movie judge as publisher Billy Wilkerson of Hollywood Reporter, lend an ear! In a front page editorial of his April 13 issue Mr. W. reports a group of M-G-M screenings in Hollywood, advance prints of "THE STUDENT PRINCE" and "SEVEN BRIDES FOR SEVEN BROTHERS," also "BRIGADOON" and "BEAU BRUMMELL" (*all in CinemaScope and Color*) in stages of completion. He wrote: "We sat in on 'Brigadoon' and can report high enthusiasm, not only for this picture but for the others. There's no better way of impressing anyone than by showing them the goods and that's what M-G-M did." When you see for yourself, you'll join Mr. W. in his "high enthusiasm."

"P.S. Watch for more of "My Intimate Diary"
- Leo

ALFRED HITCHCOCK "dial M for Mu

"dial M" for Money!

EVERY SHOWMAN WHO SAW IT IS SAYING IT!



"Superb and full of suspense!" **Harold Barnes**
Central States Theatre Corp., Des Moines

"A terrific picture! Should be great at the boxoffice!" **A. H. Blank, Pres.**
Tri-States Theatre Corp., Des Moines

"One of the best thrillers of recent years!" **John Blass**
Fenway Theatre, Boston

"Excellent! 3D at very best!" **Mrs. Ann Blount**
Bristol Theatre, Memphis

"A fine motion picture! Should do terrific at the boxoffice!" **Harold H. Brown**
United Detroit Theatres Corp.

"The best mystery show I've seen in years!" **J. T. Callahan**
The Oregonian

"The best murder story I've ever seen!" **Mike Callahan**
Times Theatre, Seaside, Oregon

"Finest picture of its type I've ever seen!" **Mary Flynn**
Upstate Theatres, Albany

"This one will bring top grosses!" **M. C. Fox**
John Hamrick Theatres, Oregon

"Plenty of suspense! Should be a real money-maker!" **Gerry Franzen**
Fox Bay Theatre, Wisconsin

"Here's one to bring out the S.R.O. sign!" **Hal Glen**
Allen Theatre, Cleveland

"Direction, photography and story are tops! I predict real big grosses!" **Irving Goldberg**
Community Theatres, Detroit

"Dial M' should do tremendous!" **Ralph Goldberg**
Goldberg Theatre Corp., Omaha

"The best of the Hitchcocks!" **Samuel L. Green**
Kiviera Theatre, N. Tonawanda

"Best of its kind ever!" **John Hamrick, Pres.**
John Hamrick Theatres, Seattle

"Suspense from start to finish! Perfect cast and direction!" **Mrs. C. Johnston**
Floodwood, Minn.

"Excellent! Edge-of-the-seat entertainment!" **C. A. King**
Walden Theatre, Williamstown

**PERFECT
3 DIMENSION**

**IN THE HITCHCOCK MANNER
AND WARNERCOLOR**

STARRING

RAY MILLAND · GRACE KELLY · ROBERT CUMMINGS

WITH **JOHN WILLIAMS · ANTHONY DAWSON · FRED**

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K'S

Order"



"Has every ingredient for smash hit!"

Lester J. Sack
Sack Amusements, Dallas

"It's right up our alley and I'm eagerly looking forward to our May 28th opening!"

Robert K. Shapiro
Exec. Manager, N. Y. Paramount

"Best-made suspense-mystery in years! Definitely top entertainment!"

Stan Smith
Irvington Theatre, Oregon

"One of the best murder mysteries I have ever seen!"

B. J. Tales
Interstate Theatres, Dallas

"Excellent! Should do top business!"

Wm. H. Thedford
Evergreen Theatres, Seattle

"Extremely good from all viewpoints!"

Earl Vandiver
Palace Theatre, Kennett, Mo.

"Excellent! Enjoyed every minute of its suspense!"

T. J. Vernes
Yorktown Theatre, Cleveland

"Without a doubt, one of the finest pictures seen in a long, long time! Should prove a tremendous attraction at the boxoffice!"

Dave Wallerstein
Great States Theatres, Chicago

"Very best of Alfred Hitchcock!"

Harry I. Wasserman, Div. Mgr.
American Theatre Corp., Boston

"Should do very big at the box-office!"

Joe Weinstein
Stanley Warner Circuit Management Corp

"Finest suspense picture I have ever seen!"

Raymond Willie, Jr.
TransTexas Theatre, Dallas

"Best yet in 3D! Hitchcock's best!"

Bill S. Wright
Bijou Amusement Co., Wisconsin

"A show to make any showman happy!"

Robert Zeitz
Zeitz Theatres,
New Bedford

"This is real motion picture entertainment!"

Arthur Keenan
New England Theatres

"Really great! Held us spellbound from beginning to end!"

Mr. & Mrs. R. Kunselman
Adamson's Theatre, Portland, Oregon

"Better than the stage play — so it should be an even greater hit!"

Julius Lamin
Colony Theatre, Cleveland

"Terrific! Hitchcock at his best!"

R. L. Lightman
Dist. Mgr., Malco Theatres, Memphis

"My enthusiasm reached an all-time high for our business after viewing 'Dial M'! It is perfection, and will rank as one of the top boxoffice attractions of the year!"

Frank Mantski
Northwest Theatre Service Co., Minn.

"Everything about it looks like big boxoffice!"

Willard Mathews
C & F Theatre Co., Providence

"Most interesting Hitchcock picture I have seen in years!"

H. M. McHaffie
Marmet Theatre, W. Va.

"An outstanding picture, and business will be the same!"

William Ostenberg
Gibraltar Enterprises, Denver

"The picture's even more exciting than the play!"

Hazel Parker
Parker Theatres, Oregon

"Will surely be a smash!"

Samuel Rinzler and Emanuel Frisch
Randforce Amusement Corp.,
Brooklyn

'DIAL M' FOR DECORATION DAY!

Thanks exhibitors everywhere for your phones, wires and letters that are still coming in hourly. We haven't time or space to print everything here — but we certainly appreciate your enthusiasm — and the great Decoration Day sendoff your theatres are giving it.

WARNER BROS.



WRITTEN BY **ERICK KNOTT** who wrote the International Stage Success **ALFRED HITCHCOCK** DIRECTED BY **ALFRED HITCHCOCK** MUSIC COMPOSED AND CONDUCTED BY **DIMITRI TIOMKIN**



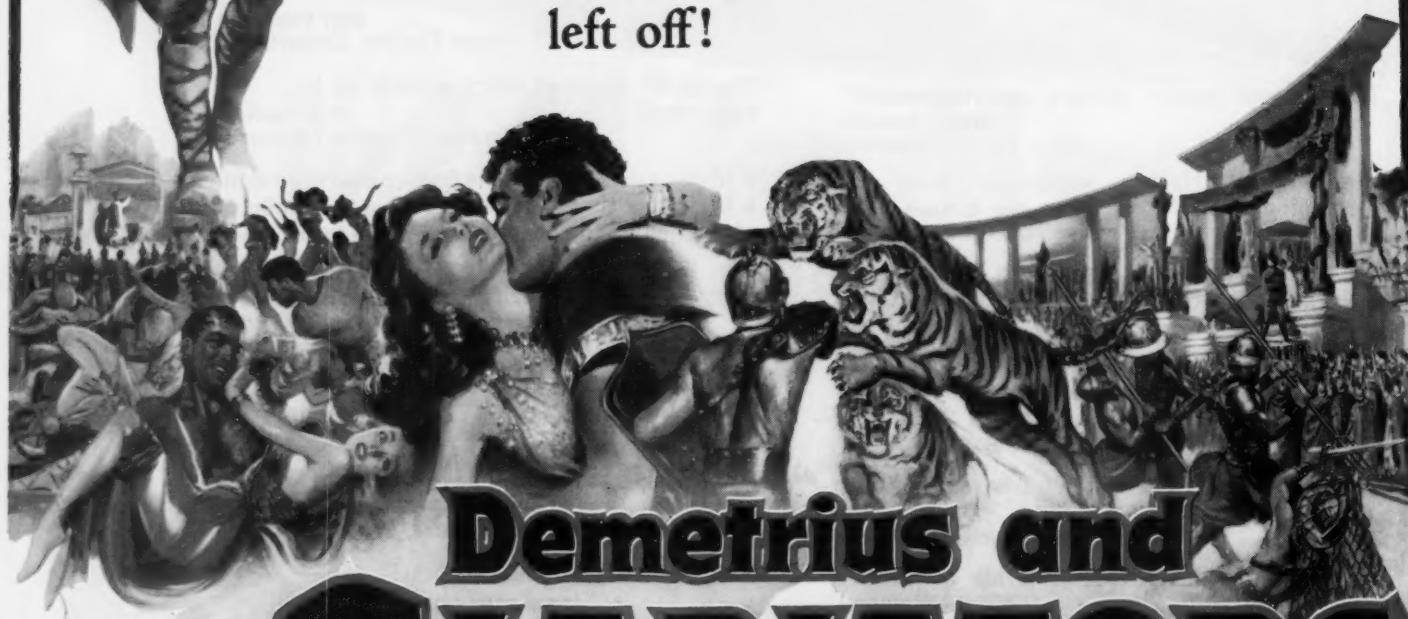
20th Century-Fox
proudly announces
the availability
soon of the

CINEMASCOPE

production
that begins where

The Robe

left off!



Demetrius and
The GLADIATORS

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CINEMASCOPE

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4-TRACK MAGNETIC HIGH-FIDELITY DIRECTIONAL-STEREOPHONIC SOUND

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MOTION PICTURE HERALD

MARTIN QUIGLEY, *Editor-in-Chief and Publisher*

MARTIN QUIGLEY, JR., *Editor*

Vol. 195, No. 7

May 15, 1954



It's Up to Exhibitors

EXHIBITORS choice is now the rule throughout the industry with respect to what type of sound should be used. Each theatre operator also enjoys a wide latitude with respect to selection of screens and anamorphic lenses.

The announcement last week by 20th Century-Fox, following previous action by Loew's and Warner Brothers, that CinemaScope pictures may be shown with or without stereophonic sound puts the responsibility squarely up to exhibitors to keep pace with the technological improvements deemed desirable or necessary. Likewise, Paramount's recent demonstration of Vista-Vision emphasized the importance of good screens, lenses and projectors. No system will look or sound well, in any theatre, unless high quality equipment in perfect operating condition is used.

The exhibitor forum called by Spyros P. Skouras, president of 20th-Fox, to highlight dramatically the reasons for making a basic change in the CinemaScope sound policy was one of the most remarkable meetings ever held in the industry. Elsewhere in this issue the flavor of the sessions is captured in a picture story showing exhibitors, large and small, talking earnestly to their colleagues and to distribution. Although the Fox meeting was called by a distributor and held in a distributor's home office workroom, never before in a single day did so many exhibitors have a chance to address so many of their fellow theatre operators. During the six-hour meeting fifty exhibitors spoke from the floor to the overflowing, standing-room audience that included approximately 500 exhibitors and circuit executives.

WHEN the tide was running full in their favor and they were assured of getting what they had been asking for, some exhibitors expressed apprehension. Worry was in the hearts and on the lips of many that there should be no "stampede" resulting in a policy change that might detract from CinemaScope's drawing power with the public. No one spoke in favor of the complete debasement of CinemaScope, mentioned as one possible alternative, i.e., release of CinemaScope pictures as standard "2-D" pictures requiring neither anamorphic lenses nor very wide screens. It was unanimously the sense of the meeting that anamorphic lenses and wide screens were to be required for CinemaScope; otherwise the values of CinemaScope—both as a "new look" and as a system that has already won public favor—would be lost.

One exhibitor, Mrs. Ethel Miles, of Columbus, Ohio, summed up her concern in these words: "3-D was good and we killed it. CinemaScope is good. Let's not kill it."

Ben Marcus, president of Allied, acknowledged by 20th-Fox spokesmen as one of the prime factors in bringing about the change of policy, made it clear that the basic responsibility for setting 20th-Fox's CinemaScope policy rests with the distributor alone.

Exhibitors now must act to bring their theatres up to whatever technical level is practical. Freed from the obligation of installing stereophonic sound by mandate of the distributor, they must make the decision solely on its merits in their own circumstance. In many cases the decision will not be an easy one. Each exhibitor will have to bear the responsibility for deciding to install a three-horn system or not. Competitive pressures and also the desire to do the best job will encourage many showmen to put in the complete stereophonic system. It is to be hoped that there will continue to be an improvement in the quality of equipment manufactured and, if possible, additional reductions in the price of delivering and installing stereophonic sound.

TWENTIETH-FOX plans to have ready first CinemaScope prints with a single magnetic track and with a single standard optical track about July 1. The company intends to furnish indefinitely four-track stereophonic prints to theatres wishing them. Eighty per cent or more of 20th-Fox's gross comes from the theatres which have already installed the full equipment. Some theatres not in a position to afford a three-horn system may install magnetic sound heads on their projectors and use prints having a single magnetic track. At a later date the three matched horns and the additional amplifiers and related equipment could be added. Some drive-ins also are expected to equip for single magnetic prints in order to take advantage of the greater dynamic range of magnetic reproduction.

Whether an exhibitor installs stereophonic sound, directional sound, single track magnetic or continues with standard optical sound, it must be remembered that the public is quality minded. It is not accurate to assert that the public does not appreciate and buy quality. Look at the high fidelity television and radio receivers and record players bought by millions, including a high proportion of individuals who simply can not hear high fidelity.

Even though the average patron does not complain about sound being too loud or too soft, or of poor quality, good sound, as well as good projection, is appreciated. Each factor is significant in bringing about patron satisfaction and in maintaining the motion picture's status as the premiere entertainment of the world. The public is to be served in proportion to the grossing powers of each particular theatre.

It is up to the exhibitor.

—Martin Quigley, Jr.

Letters to the Herald

About the Quigley Awards

TO THE EDITOR:

The Quigley Showmanship Award competition has been one of the most constructive continuing forces in the motion picture business.—*CHARLES SCHLAIFER, Public Relations, New York City.*

TO THE EDITOR:

This is as good a time as any to say that the Quigley Awards have served as an effective antidote to a hardening of the showmanship arteries in our business.—*SAMUEL COHEN, United Artists Corp., New York City.*

TO THE EDITOR:

I feel that the Quigley Showmanship Awards competition is an important part of our industry mainly because it serves as a stimulant to the men in the field who,

after all, are the ones who must come up with money-making ideas.—*EDWARD L. FABIAN, Fabian Theatres, New York City.*

TO THE EDITOR:

I take this opportunity to say that I have always with the keenest interest followed the section of Managers' Round Table of the Motion Picture Herald, and I am glad to say that in many instances we have obtained ideas from that section.—*H. NOACK, International Pictures, Ltd., Distributors, Copenhagen, Denmark.*

TO THE EDITOR:

The Managers' Round Table has, in my estimation, always taken care of, and very efficiently, a decided need within our industry. Keep up the good work.—*MARTIN SMITH, Independent Theatre Owners of Ohio, Toledo, Ohio.*

Rentals

TO THE EDITOR:

It is indeed gratifying to read in all the trade papers that this and that producer has had a big gain in 1953 gross and net, and double profit in the first year of CinemaScope, etc., etc. This is all very nice for the stockholders who have their money invested. But how about the average exhibitor who also has a sizeable investment in this business and who has been lucky to break even the last couple of years? The answer to that question is easily given.

We have been blessed with some relief by the tax victory which the producer also shares in on larger nets now realized. The question now should be, "When do we exhibitors get some relief from extremely high film rentals?" Don't you think it is a little (putting it mildly) out of line when a producer asks 40 per cent film rental to a split figure then 66⅔ per cent on a super-duper picture which plays fourth run after twenty-one days of playtime? Or 50 per cent film rental on another so-called super-duper that will now do only the same kind of box office that the run-of-the-mill picture did two years ago? Is there any reason why producers should not show the gains they boast about? When are we going to be given the opportunity to share and share alike in an industry where the exhibitor is still a necessity? Or is he?

I'm sure I speak the mind of every exhibitor large and small, over the entire United States when I say that the producers are getting more than the lion's share of the

box office net. We are all in business to make a fair profit for our labors. There isn't a picture made that is worth more than 35 per cent to those that have to run it after first run situations have taken off the cream.—*FRED I. LINDAU, Valley Theatre, West Texas Amusement Co., Inc., El Paso, Tex.*

Tax Reduction

TO THE EDITOR:

Those in our business who might have been hesitant in retaining the tax reduction, and it was indicated even by President Eisenhower that the movie and fur business were the only ones that needed relief, will be interested in the following quote from a letter I just had from a friend who represents numerous big-time manufacturers of photographic equipment:

"None of the equipment manufacturers whom we represent have made any reduction because of the reduced excise taxes. They are merely raising the dealers' net price to the same amount it formerly would have been including the excise taxes. In other words, the manufacturers are just pocketing the difference on this."

In checking with merchants I find that numerous manufacturers are taking the same stand, although their fight in Washington was based along lines that the savings would be passed to the public. In contrast, our representatives made it very plain that we needed relief so badly that in many cases our reduction would be retained by the theatres.—*Georgia Exhibitor.*

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JOHNSTON sees bright future; lauds film Production Code Page 22

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"TERRY RAMSAYE SAYS"

In answer to many inquiries, THE HERALD wishes to inform its readers that the omission of Terry Ramsaye's column has been due to an illness from which the author is now convalescing. "Terry Ramsaye Says" will be resumed in an early issue.—The Editor.

On the Horizon

THE Radio City Music Hall in New York is breaking records even though these are not holidays. It has an MGM picture titled "Executive Suite." This did \$110,000 worth of business in its first four days. By way of comparison, the Hall did \$124,000 in the first five days of "Rose Marie" during Easter.

► The Ford Motor Company likes having its sales meetings in motion picture theatres, and with television carrying the messages from home office sales executives to some 35,000 dealers, employees, and salesmen in 39 cities. General sales manager Bob Rosencranz of Boxoffice Television said the other day that the two-hour meeting May 3 elicited scores of congratulatory telegrams and pleased the auto company.

► Jean Harlow will be remembered, and glamorous again. Producer Sam Bischoff has acquired the rights to the story of her life for a reputed \$100,000. Mrs. Jean Bello, Miss Harlow's mother, on July 1 will begin acting as consultant and advisor on the screenplay. Mr. Bischoff will spend \$2,000,000 on the production, the Hollywood story says.

► That much talked about and commended Tushinsky variable anamorphic lens will be available in the New York area possibly next week, National Screen Service, its distributor, says. The first batch will be 50 pairs. The area thereafter will receive that number or more each week.

► End the Federal tax completely, Samuel Pinanski, co-chairman of the Council of Motion Picture Organizations, urged fellow exhibitors last week. He said he as an individual wouldn't relax till complete abolition. Mr. Pinanski spoke during the meeting of exhibitors on CinemaScope problems at the 20th-Fox New York home office. See page 10.

► Cinerama will occupy another city shortly. It is Cincinnati, and the date is June 21, at the Capitol Theatre. This makes 12 cities now.

► Columbia is letting its stockholders see the product. President Harry Cohn wrote them last week that "From Here to Eternity" was, of course an outstanding success, and that now the company is proud of its coming "The Caine Mutiny"—and he enclosed an RSVP card. He invites the stockholder to see the picture when it plays in his community.

► The Argentine government was scheduled to put into effect in Buenos Aires on May 7 a new law which makes live vaudeville acts compulsory in motion picture theatres, according to Commerce Department film chief Nathan D. Golden. He said the law would gradually be extended later to other parts of the country.

► Cecil B. De Mille's Academy Award-winning production, "The Greatest Show on Earth," will be re-released nationally starting July 1, A. W. Schwalberg, president of Paramount Distributing Corp., announced this week. Mr. Schwalberg said the re-release will take advantage of the currently available larger screen and of the fact that the picture, like the subject on which it is built, can be brought back annually "just like the circus."

► Decca Records has filed with the Securities and Exchange Commission a registration statement covering the issuance of additional shares of its 50-cent par capital stock. The new stock is to be offered in exchange for additional stock of Universal Pictures at an exchange ratio to be supplied later. As of May 1, Decca said, it owned 672,996 Universal shares or 66.2 per cent of the currently outstanding Universal common stock.

► The Senate vote to send the Taft-Hartley law back to the Senate

Labor Committee probably kills for this session the studio unions' hopes of getting a tighter union shop provision they've been seeking. It's highly unlikely that the Congress will move this much through and no more.

► It now seems completely safe to write off for this session of Congress any amendments to the anti-trust laws. It's just too late now for anything to happen this year in the anti-trust field.

► Norman B. Rydge, board chairman and managing director of Greater Union Theatres of Australia, predicted in New York this week that his company's financial report for 1953, due to be completed in the near future, will be the best in the history of the company, reflecting the excellent business conditions prevailing generally in Australia. Mr. Rydge, on a two-week visit to the U.S., said Australian theatre business recorded additional improvement recently following the abolition last October of the approximate 23 per cent Government admissions tax which had plagued the industry for so long.

► Audiences in the Far East—a section of the world currently in the news for reason other than cinematic—have afforded CinemaScope and stereophonic sound warm welcomes. Loke Wan Tho, president of Associated Theatres, Ltd., said in New York this week at a press conference at the 20th-Fox home office. Realizing that competition is keen among exhibitors in the Singapore, Malaya and Borneo areas, Mr. Loke said that Associated Theatres had equipped five houses with complete CinemaScope equipment. As an example of the returns, he told how "The Robe" had grossed \$130,000 in one three-week run, compared to an average gross for a like run at the same house of \$60,000.

MOTION PICTURE HERALD, published every Saturday by Quigley Publishing Company, Inc., Rockefeller Center, New York City 20. Telephone Circle 7-3100; Cable address, "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Lea J. Brady, Secretary; Martin Quigley, Jr., Editor; Terry Ramsaye, Consulting Editor; James D. Ivers, News Editor; Charles S. Aaronson, Production Editor; Floyd E. Stone, Photo Editor; Ray Gallagher, Advertising Manager; Gus H. Fausel, Production Manager. Bureaus: Hollywood, William R. Weaver, editor, Yucca-Vine Building, Telephone HOllywood 7-2145; Chicago, 120 So. LaSalle St., Urban Farley, advertising representative, Telephone, Financial 4-3074; Washington, J. A. Otten, National Press Club; London, Hope Williams Burnup, manager, Peter Burnup, editor, 4 Golden Square. Correspondents in the principal capitals of the world. Member Audit Bureau of Circulations. Other Quigley Publications: Better Theatres, published thirteen times a year as Section II of Motion Picture Herald; Motion Picture Daily, Motion Picture and Television Almanac and Fame.



This week in pictures

MR. EXHIBITOR GOES TO TOWN-AT FOX FORUM

Text by VINCENT CANBY; Photos by FLOYD STONE

THAT 20th Century-Fox, parent and protector of the CinemaScope child, is a showmanship company, was proved once again last Thursday. The place was the New York home office and the occasion an open forum of some 500 exhibitors, in from all parts of the country, to discuss the care and the future of CinemaScope with particular emphasis on stereophony which, like tight shoes, many exhibitors have felt would stunt the growth of the prodigy.

The immediate result was the company's lifting of its requirement that 20th-Fox CinemaScope product be played with four track magnetic stereophonic sound. Bowing to a resolution passed unanimously by the exhibitors present, the company agreed that as of July 1 its exchanges will have available three types of CinemaScope prints: one equipped with four track magnetic sound, another with single track magnetic sound and a third with single track optical sound.

There was, however, more to the meeting than this. As a distributor-exhibitor forum it was perhaps unique in industry annals for leading directly to a high level policy decision by a major company. It revealed the pro and con participants in the stereophony fight to be something less than all yes or all no in their positions. Indeed, at one point in the meeting, 20th-Fox was put in the unusual role of asking the exhibitors present to consider the fate of the thousands of small exhibitors who could not afford stereophony.

As a production this was showmanship calculated, in the words of president Spyros Skouras, to dispel "the more than normal anxiety over stereophonic sound". Not

(Continued on page 12)



THE RESOLUTION HAS BEEN PASSED and 20th Century-Fox has lifted its stereophonic sound requirement for its CinemaScope product. Above, Al Lichtman, director of distribution, and below, Spyros Skouras, president, receive exhibitor thanks and congratulations.



The Customer Tells The Distributor

WALTER NEIBOLD, Goshen, New York, says he wants "the real thing" and advises 20th-Fox officials to continue its insistence on full stereophonic sound with CinemaScope product. The audience listened and took a different course.



SAM PINANSKI, Boston, calls the meeting "one of the smartest things 20th-Fox has ever done." Remembering the tax campaign, he asks for a spirit of unity and unselfishness in attacking the current problem.



MR. SKOURAS, above, tells about forthcoming product—\$50,000,000 worth.

IKE LEVY, below, Trenton, New Jersey, exhibitor, offers his solution to the controversy.



ETHEL MILES, Columbus, Ohio, tries to prevent a "stampede" towards the relaxation of CinemaScope standards. Whether the public actually knows stereophony or not, she said, they like and are paying money for it.



MAX CHASINS, Atlantic City, says 20th-Fox must service as many customers as possible—without stereo sound.



JACK TYLER, Paducah, Ky., advises greater use than heretofore of CinemaScope's visual scope and stereo sound.



J. ROBERT HOFF, left, executive vice-president of Ballantyne Equipment Company, Omaha, and a drive-in operator, says CinemaScope is practical and effective in drive-ins, but not necessarily with stereo sound.

SAM RINZLER, New York, right, tells of his adventure in 3-D with fine comic effect. The equipment, he said, was rather difficult to unload.





LEONARD GOLDENSON, above, president of American Broadcasting-Paramount Theatres, reveals his company has invested upwards of \$6,000,000 in full CinemaScope equipment, but asked 20th-Fox to make allowances for drive-ins without stereo installations. Consider them separately, he asked.



ROBERT O. JEFFERESS, above, Charlotte, N. C., owner of two drive-ins, praised magnetic sound and asked Mr. Sponable if "sound mixers" were practical for channelling four tracks into one. The latter said "no."

JACK FARR, left, Houston, Texas, drive-in operator, reports on strong Texas opposition to the stereophonic sound requirement. Telegrams tell the tale.



JACK BARGER, Chicago drive-in operator, told of his experiences with CinemaScope pictures at his twin-screen operation with screens 124 feet by 44 feet. He uses two speakers per car for stereophonic effect.

THE FOX FORUM

(Continued from page 10)

so incidentally, exhibition's faith in 20th-Fox leadership was presented for all to recognize. The production too was climaxed by a show business natural—a happy ending.

Dominating the 20th-Fox part of the show were the ebullient Mr. Skouras, director of distribution Al Lichtman and general sales manager William C. Gehring, who was chairman, as well as 20th-Fox executive.

Before them sat the exhibitors, comprising representatives of circuits, national associations, small town operations and drive-ins. They had been ushered in at 10:30 A.M. with background music provided by a public address system playing the title song for "Three Coins in the Fountain" (20th-Fox May release).

The future of stereophony promptly was laid in the laps of the exhibitors by Mr. Skouras in his opening remarks. "We would not be meeting with you today," he said, "if it were not the everlasting purpose of this company to regard the exhibitor, whether he is a large operator or a small one, as a partner." He said 20th-Fox still has an \$8,000,000 commitment in anamorphic lenses but denied that the company "is in the equipment business." 20th-Fox, he said, would bow to exhibitor wishes on stereophony, but he asked them "not to destroy this great medium no matter what we decide today."

Mr. Lichtman got down to specific facts, outlining the four possible ways of releasing CinemaScope product: with four track magnetic sound, single magnetic, single optical and in 2-D or conventional versions. The latter possibility was not considered very seriously at any time by any of the participants.

Under Mr. Gehring's studied but easy direction, the meeting then turned to its business.

The first speaker did not—as one might have suspected

(Continued on page 14)



CHARLES GOLDFINE, Philadelphia, is the man who introduced the resolution which, as it should, resolved the controversy which has been waged for months throughout the industry on both sides of the Atlantic.



HERB BROWN, Greenfield, Mass., read a statement praising stereophony but suggesting that many patrons could not tell the difference. "Good product will bring back patrons," he said.



M. H. BAILEY, New Haven, says his piece at forum's climax before the resolution's passage.



JOE BARR, Indianapolis, thinks 20th-Fox should decide its own policy—a surprise to Mr. Skouras.



LOUIS ROSENBAUM, above, Florence, Alabama, says he was one of the first in the southeast to install full CinemaScope and asks what protection he will have against non-stereo CinemaScope installations.



MR. LICHTMAN, right, tells the forum that 20th-Fox is willing to compromise but advises that the company will continue to stress the importance of true stereophony. Mr. Gehring listens.



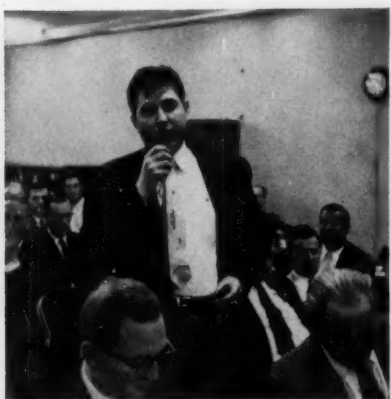
NATE YAMINS, Boston, says CinemaScope has created talk but that its impact "has not yet been comprehensive enough." Without stereo, he said, more theatres will equip and the impact of the new medium will reach all sections of the country.



LOUIS SCHINE, Gloversville, New York, praises 20th-Fox and CinemaScope but suggests that one way to win back audiences is a more orderly release pattern of the important pictures, whether they are in CinemaScope or conventional form.



MOE HORWITZ, Cleveland, arose after the resolution was offered and suggested an amendment to the effect that each of the four possible ways of presenting CinemaScope be considered by the forum as separate resolutions. He was voted down.



MYER RIBBS, New Orleans drive-in operator, has a twin-screen operation where he says the CinemaScope pictures look fine, without stereo sound. He added that his earnings, and those of 20th-Fox, would rise if they lifted the sound barrier.



ALBERT PICKUS, Stratford, Conn., reads a letter from Walter Reade, Jr., head of Theatre Owners of America, requesting that exhibitors be given "an optional choice" in the matter of sound so that more theatres can play the 20th-Fox CinemaScope product.



CHARLES WEISENBERG, Weisenberg Theatres, Texas, says he feels that all theatres must eventually go to the wide screen type of presentation, but asks 20th-Fox to lift its stereophonic sound requirements so that all theatres, drive-ins particularly, may benefit.

THE FOX FORUM

(Continued from page 12)

from reading the trade press for the last several months—denounce stereophony and the costs involved, but asked what protection an exhibitor who already had installed full CinemaScope might have against those who might later come along minus the special sound equipment. This was Louis Rosenbaum, Florence, Ala. He was answered first by Mr. Gehring ("all the protection the law allows") and indirectly by succeeding exhibitor speakers who, like Ben Marcus, said that eventually competitive factors would force CinemaScope houses without stereo to install the special equipment. A favorite phrase used by a number of exhibitors was: "water will seek its own level."

Herb Brown, of Springfield, Mass., backed CinemaScope but qualified his statements by the observation that stereo sound "is an added measure of perfection" of which the public is not always aware, and asked consideration for those who cannot afford it. This, as the day wore on, turned out to be the sentiment of the majority.

Robert Hoff, Omaha, an equipment manufacturer as well as drive-in operator, stated frankly two or three-speaker "stereophonic" sound units in automobiles were not particularly satisfactory and certainly were not worth the cost in installation. However, he praised the quality of magnetic sound and urged the installation of the penthouse magnetic sound reproducers.

A rather surprising note came into the meeting when Ethel Miles, Columbus, Ohio, warned those present that they were being "stampeded" into allowing 20th-Fox to lift its stereo requirement. On the same tack, Joe Barr, Indianapolis, suggested that the exhibitors let 20th-Fox make its own decisions. Said Mr. Skouras jovially, "We got plenty hell for making our own decisions up to this time." The ball went back to the exhibitors.

In due course came the resolution from Charles Goldfine, drive-in operator of Philadelphia, to the effect that 20th-Fox allow the exhibitor to choose his own sound. The passage was held up while Mr. Marcus reminded that the group had no real power to act, while Sam Rinzler reminisced about 3-D and while various amendments were offered and withdrawn. The resolution eventually was passed unanimously, to the relief of all concerned.



GEORGE BARBER, Illinois, left, asks 20th-Fox brass how he can keep his little "unroasted peanut circuit open" when he can install the sound but has no room for screen. He has room, they said, and set about to prove it.



FRANK HENRY, left, Trenton, asked Mr. Sponable whether CinemaScope would lose some of its effect without stereo sound. The latter replied that if it didn't 20th-Fox wouldn't have adopted it in the first place.

MR. SKOURAS, right, in a characteristic gesture indicates something of the satisfaction he feels at the turn of events at the unusual meeting. The exhibitors are his friends and CinemaScope is going onward and upward.



BEN MARCUS, Allied president, above, says exhibitors need no protection against non-stereo houses. If it's good, all must eventually equip to meet competition, he said.



HARRY ZEITZ, New England, right, pleaded with 20th-Fox to retain CinemaScope in its deluxe form to keep the film industry out of what he termed "the 2-D groove."



SIDNEY LUST, right, Washington, D. C., reports "wonderful" audience reaction to full CinemaScope at his indoor theatres.





Universal-International
is the company that
makes ALL types of
Pictures for ALL types
of Theatres...for ALL
types of Screens...ALL
through the Year!

*And for all those big months of
June, July, August and September...
here's the top quality line-up of...*

"Pictures with that Universal Appeal"



JUNE



JULY



AUG.

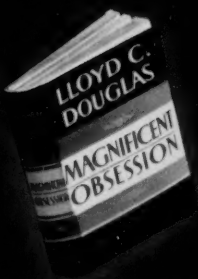
DONALD O'CONNOR · JULIA ADAMS

CHILL WILLS · MAMIE Van DOREN

with LYNN BARI · ZASU PITTS and "Francis" The Talking Mule



for AUGUST..



From the great
Love Story
by the author
of "The Robe"
comes one
of the most
unforgettable
motion
pictures of
all time!

Universal-International presents
JANE WYMAN
ROCK HUDSON
BARBARA RUSH

LLOYD C. DOUGLAS'

Magnificent Obsession

COLOR BY **TECHNICOLOR**

with AGNES MOOREHEAD • OTTO KRUGER • GREGG PALMER

Directed by Douglas Sirk • Screenplay by Robert Brees • Produced by Ross Hunter

JULY

JOHNNY DARK

color by *Technicolor*



STARRING

TONY CURTIS · PIPER LAURIE · DON TAYLOR

with PAUL KELLY · ILKA CHASE · SIDNEY BLACKMER



JUNE

JOEL McCREA
MARI BLANCHARD

BLACK HORSE CANYON

color by *Technicolor*



with MURVYN VYE and introducing RACE GENTRY



Franci



JULY

TANGANYIKA

STARRING **VAN HEFLIN** · **RUTH ROMAN** · **HOWARD DUFF** with **JEFF MORROW**

COLOR BY **Technicolor**

SEPT.

DAWN AT SOCORRO

STARRING **RORY CALHOUN**
PIPER LAURIE
DAVID BRIAN
KATHLEEN HUGHES
ALEX NICOL

color by **Technicolor**

with **EDGAR BUCHANAN** · **MARA CORDAY** · **SKIP HOMEIER**

is Joins the WACS



ALL THE VAST PAGEANTRY THE TOWERING EXCITEMENT
THE THUNDERING THRILLS OF KNIGHTHOOD'S EPIC AGE!

SWEEP THE GIANT SCREEN OF **CINEMASCOPE**

THE Black Shield OF FALWORTH

The story of
Myles of Falworth,
England's Outlaw Knight,
storms from the pages
of Howard Pyle's
great novel!

COLOR BY *Technicolor*



FOR SEPTEMBER RELEASE

STARRING

TONY CURTIS

JANET LEIGH

DAVID FARRAR • BARBARA RUSH • HERBERT MARSHALL

with Torin Thatcher • Daniel O'Herlihy • Rhys Williams • Craig Hill

Directed by RUDOLPH MATÉ • Screenplay by OSCAR BRODNEY • Produced by ROBERT ARTHUR and MELVILLE TUCKER • A UNIVERSAL-INTERNATIONAL PICTURE

HOWARD
PYLE
MEN OF
IRON

ALLIED LEADER SAYS:

MAJORS GETTING TOO BIG A SLICE OF TAX CUT PIE

"Percentage" Device Also Scored at Allied Board Meet in Midwest

MINNEAPOLIS: Distributors are getting an unfair share of the recent Federal admission tax reduction—up to 80 per cent in some cases, Ben Marcus, president of Allied States Association, told members of Allied's board of directors at their meeting here Monday.

At the same time, some 300 exhibitors heard Abram F. Myers, general counsel of Allied, declare that the "must" percentage picture is the "worst thing ever introduced into the motion picture business," in an address to the North-Central Allied unit in a convention here May 10-11.

Says Many Exhibitors Cannot Afford 50%

Many exhibitors with small theatres, Mr. Myers said, know from bitter experience that they cannot afford to pay 50 per cent for a picture. As a result, millions of Americans have never seen such "monumental" picture as "Greatest Show on Earth" and "Quo Vadis," and he declared, "therein lies the tragedy."

"Enraptured by the heavy grosses rolled up by certain of their outstanding successes," Mr. Myers continued, "the heads of the big companies have ceased to think in terms of customers and potential customers. Fast money appears to be their only passion and they seem not to realize that as grosses mount due to high film rentals and increased admission prices, the pictures are being seen by fewer and fewer people."

Removal of roadblocks from the road to recovery should engage the attention of those who are responsible for erecting them, before it is too late, Mr. Myers said.

"They should not be so blinded by their temporary successes as not to realize that they are sowing the seeds of their own destruction," he said, asserting that long range planning must include provision for keeping everybody interested in pictures by making them available at prices they can afford.

Mr. Marcus, in his talk, said that he and Mr. Myers had received complaints from exhibitors from coast to coast that under the terms of sliding scale rental contracts the 10 per cent reduction in the Federal tax had pushed some situations into higher percentage brackets, siphoning off from 50 to as high as 80 per cent of the tax savings.

The national Allied board also planned a protest to distributors against a print shortage reported from eight exchange districts, Minneapolis, Milwaukee, Denver,

NEW SALES POLICY FOR CINEMASCOPE

A new sales policy for 20th-Fox CinemaScope pictures was laid down by Al Lichtman, director of distribution, in a telegram to Ben Marcus and Abram Myers at the North Central Allied Meeting at Minneapolis. The telegram set up two points as the basis of future contracts:

¶ In the case of old accounts the company will continue its earlier promise to guarantee the exhibitor a profit.

¶ All new deals are to be made "on the basis of what our experience with each account justifies, with protection afforded both the exhibitor and ourselves." Renegotiations will not be standard procedure.

"The Robe" was sold on a 70-30 percentage with exhibitors guaranteed a 10 per cent profit. Subsequent pictures were sold for 50 per cent with a clause providing renegotiation to allow for an exhibitor profit.

New Orleans, Baltimore, Kansas City, Pittsburgh and New Jersey.

Mr. Marcus also announced the creation of a special "Col. Cole Fund" to be used as a revolving trust fund for legislative purposes. The fund will be created by asking Allied members to contribute a sum equal to the amount they would have paid to the Government for April 1, 2 and 3 of this year under the old 20 per cent Federal admission tax. The fund will be established as a trust fund which will be administered by Allied's president, treasurer and board chairman, at the present time, Mr. Marcus, Rube Shor of West Virginia and Mr. Myers, respectively.

Calls Reduction in Tax "Marvelous Victory"

Mr. Marcus criticized Columbia for high percentages on "From Here to Eternity."

Discussing recent developments, he said, "We have won a marvelous victory" in the fight for a reduction in the Federal admission tax. Touching on the outcome of the 20th Century-Fox forum on CinemaScope, Mr. Marcus declared "we got an armistice, but I'm afraid we still don't have peace."

Mr. Marcus, however, did urge independent exhibitors with conventional theatres to take advantage of the technological advances.

Details of the film plan of Hal B. Makelim were outlined by the sponsor for the NCA.

Describing himself as a "small man being shot at by the majors," Mr. Makelim said that he could guarantee delivery of 12 pictures, two of which would be mediocre, nine "nice" or "top features" and one a hit. He described the financial arrangements for pro-

duction and said that he estimated each picture would bring in an additional \$400,000 in domestic rentals from non-contract signers and from \$200,000 to \$400,000 from foreign distribution. This additional \$600,000, he explained, would be divided equally between himself and the original 2,500 signers.

Wilbur Snaper, speaking on new techniques and equipment, said he did not feel that he was competent to discuss recent developments. As a member of national Allied's watchdog committee he said that he has seen and investigated most of the new methods and still was confused. He said that Allied was setting up an information bureau for members on a national basis.

No Commitments Now On Further Production

Allied must tackle not only the supply of pictures but the release and selling terms of product, Nathan Yamins, president of New England Allied, said.

Despite the enthusiasm of Allied States board members for the plan of Mr. Makelim to produce 12 pictures to be sold to independent exhibitors on a flat rental basis, the board will make no commitments to other producers at present, it was said.

The Allied board sent a wire to Spyros Skouras, 20th-Fox president, congratulating him and the company for its decision to make CinemaScope available to exhibitors without stereophonic sound.

Mr. Marcus was appointed chairman of a committee to investigate costs of producing stereophonic sound equipment.

Benjamin N. Berger was elected president of NCA for the 11th year at the closing session. Elected to serve with him were Ernest Peaslee, Stillwater, Minn., vice-president; Al Leet, Minneapolis, secretary, and Sim Heller, Minneapolis, treasurer. Reno Risch, Wisconsin exhibitor, was elected honorary vice-president. An expanded board of directors totaling 29 also was chosen.

Makelim Plan Is Backed By Iowa-Nebraska Unit

OMAHA: The Iowa-Nebraska Independent Theatre Owners, in their annual meeting here May 5-6, urged support of the Makelim plan for "augmenting the scant supply of motion pictures." The group advocated "the production and release of 12 films to be first offered to the independent theatre owners for exhibition in their theatres in whatever run they choose and can afford." The group also called on film companies to aid exhibitors by "reverting to the sales policies of an earlier and more prosperous era when film rentals were apportioned among exhibitors according to their ability to pay." The group recommended that film companies make it possible for all towns grossing \$1,000 or under per week to secure "must percentage" pictures on a flat rental basis.

JOHNSTON SEES *RKO Circuit* BRIGHT FUTURE *Quarter Net* *At \$485,458*

Annual MPA Report Cites Need of Adherence to Production Code

Eric Johnston, president of the Motion Picture Association of America, forecast a brighter economic outlook for American motion pictures, in his annual report, issued Tuesday.

While cautioning against over-confidence, he pointed to three factors as indicating a "somewhat brighter picture for the industry during the coming year." He emphasized:

1. A stepped-up pace in technological advances with apparent staying power.
2. An accent on higher quality pictures.
3. Economies along the line, including those at production sources.

Mr. Johnston noted that these factors "help counteract the competitive effects of other media, generally higher costs, and the still staggering array of restrictions and trade barriers abroad."

"An objective weighing of the pains and problems along with the solid showing of progress," Mr. Johnston said, "leads me to believe the American film industry has greater achievements ahead."

Further gains in the popularity of Hollywood pictures in foreign markets made 1953 one of the best years on record for American companies, Mr. Johnston declared.

While the increase in business volume and revenue was achieved despite numerous commercial and monetary restrictions, Mr. Johnston noted that the American film industry may face even tougher trading obstacles in the ensuing months.

Contributing factors, he explained, were a growing scarcity of dollars and foreign exchange in a number of important overseas markets; cutbacks in the U. S. Government's foreign aid program; and an increase in nationalistic pressures to protect local film industries.

Linked to Trade Policies

The report pointed out that the ability of the American film industry to maintain and develop its export business is closely linked to the direction of U. S. international trade policies.

"A backward step in U. S. trade policy, or even a failure to continue the liberalization of past years," the report added, "would adversely affect the motion picture industry whose foreign markets now account for over 40 per cent of its total revenue."

Among the barriers to the free flow of U. S. pictures to foreign countries, the re-

port lists "exchange controls, artificial currency valuations, bilateralism, import quotas, licensing requirements as well as a multitude of direct prohibitions and internal restrictions." On the other hand, "there are no trade restrictions on the importation of foreign films into this country. In recent years the playing time and gross business of foreign films in U. S. theatres have been markedly increasing.

"The growing competition from foreign films," the report adds, "is a healthy development. It serves as a further spur to Hollywood to continue to provide the type of films which have enabled it to achieve a position of world leadership."

Production Code Vital

Mr. Johnston expressed confidence that "the American film industry can meet the challenges it faces overseas in 1954 and go forward to even greater accomplishments in the months ahead." Reiterating the industry's backing of the program of self-regulation and the Production Code, Mr. Johnston said:

"I think it is reassuring to note that the overwhelming number of film makers recognize their responsibility to the public they serve. The few who ignore self-restraint invite governmental censorship and incite public condemnation.

"It is an easy mistake to regard those who press for unbridled license as champions of originality and creativeness. But there is nothing romantic or artistic about those who reject self-regulation in favor of open warfare against public morality. They are derelict in their obligations to the public."

Mr. Johnston in the report said he was "convinced that the public will continue to show its confidence in and support for American motion pictures whose producers adhere to the Production Code."

"Self-regulation," he said, "is the dramatic answer to governmental censorship. In our industry, we feel that the motion picture, embracing art, education and information, as well as entertainment, is fully entitled to the same freedom as the press under the Constitution."

Reopen Theatre

The Victoria theatre, Watertown, N. Y., closed in recent months, has been reopened. The subsequent run, one of two such shuttered in that city, is bought and booked by Joseph Agresta, who operates the Orvis in Massena, N. Y.

WILMINGTON, DEL.: RKO Theatres last Thursday reported estimated earnings for the first quarter of this year, ended April 3, at \$485,458 after taxes, compared to \$325,361 for the same period the corresponding year. The increase announced to the stockholders at their annual meeting here, follows a loss on the disposal of capital assets of \$86,660, as compared to a profit from the sale of capital assets of \$13,754 during the first quarter of 1953.

Profits from operating after all charges and taxes was \$1,543,876 as compared to \$1,041,695 for the same period a year ago. Estimated taxes more than doubled for the first quarter of 1954 over the same period a year ago, RKO reported. Estimated taxes for the first 13 weeks amounted to \$460,000 as compared to \$200,000 for the same period in 1953.

Sol A. Schwartz, RKO president, told the stockholders the company's improvement was "largely the result of the number of fine quality pictures shown in RKO theatres during the first quarter."

"Since our annual report," Mr. Schwartz said, "we have disposed of one unprofitable theatre and leased another theatre, the Capitol, Cincinnati, for the presentation of Cinerama pictures. We were required to dispose of this latter theatre under our consent decree with the Government," he added.

All officers and directors were reelected.

Makelim Plan Highlights Kansas-Missouri Meet

KANSAS CITY: The close of the convention of the Allied Independent Theatre Owners of Kansas and Missouri, May 5-7, was concerned with the signing of contracts for the Makelim-Borzage film plan. A substantial proportion of exhibitors signed contracts. Hal Makelim, Sam Nathanson and John Wolfberg interviewed the exhibitors.

Abram F. Myers, general counsel of Allied States Association, spoke optimistically of the future of the industry and discussed the new policy of 20th-Fox with regard to CinemaScope and MGM's step in the direction of non-requirement of stereophonic sound with its CinemaScope pictures. He also detailed operation and effect of Paramount's VistaVision.

The annual election resulted in the reelection of Beverly Miller as president, and Gene Musgrave as vice-president. Ronald Means was elected secretary-treasurer, succeeding his father, Jay Means. Four new Kansas directors were elected, LeRoy Hitchings, Osage City; Alex Shnideman, Concordia; C. Bratton, Council Grove, and Tal Richardson, Coffeyville. Three directors were elected from Missouri: Ed Harris of Neosho, Ray Cook of Marysville, and Herbert Jeans of Columbia.

Levy Urges United Action Of Exhibitors

ATLANTA: Citing MGM's and 20th Century-Fox's abandonment of the requirement that stereophonic sound be used as a condition to showing CinemaScope pictures, Herman M. Levy, Theatre Owners of America general counsel, asserted that "distributors must not attempt to dictate to exhibitors how they shall run their theatres, and exhibitors must realize that in unity there is strength and that with militant, intelligent and affirmative action, gross injustices can be prevented.

He spoke at the joint convention of Motion Picture Theatre Owners of Georgia and the Alabama Theatre Association, Monday and Tuesday, May 10-11. An estimated 700 exhibitors were in attendance at the convention.

Speakers included C. L. Patrick, Martin Theatres, Columbus, Ga.; Harry Curl, Birmingham; Emil Bernstecker, Wilby-Kincey Theatres, Atlanta, and E. E. Whitaker, vice-president and operating manager of Georgia Theatres. Gov. Talmadge and Mayor William B. Hartsfield made welcoming addresses at the convention, presided over by J. H. Thompson, president of Georgia Theatre Owners.

All officers of the Georgia group were re-elected at the close of the meeting. President is J. H. Thompson; treasurer, E. D. Martin; secretary, John Thompson.

The Alabama association reelected R. L. Kennedy as its president, A. C. Cobb and Rufus Davis as vice-presidents and T. E. Watson as secretary-treasurer.

New Redemption Date For RKO Stock June 30

Holders of stock in RKO Pictures have been given until June 30 to tender their shares for redemption by the company at the rate of \$6 per share, in accordance with a letter mailed Friday, which extended the deadline for redemption from the former date, May 17. Stockholders who wish to redeem their certificates must surrender them to the redemption agent, Irving Trust Co., at its offices located at One Wall Street, New York.

"LUTHER" AUTHOR WAS COMMUNIST MEMBER

Allan E. Sloane, author of the film biography of Martin Luther, produced by Louis de Rochemont, has told House of Representatives investigators he is a former Communist.

Mr. Sloane, who also writes for radio and television, appeared voluntarily before a secret session of the House Un-American Activities Committee last January. His testimony was made public early this week.

The 39-year-old Stamford, Conn., writer said he had been a party member between March, 1943, and July 1944, having joined as a "fuzzy-minded . . . liberal."

Asbury Park Reade House To Carry Fight Telecast

The St. James, Walter Reade theatre in Asbury Park, N. J., will present the Marciano-Charles world's championship heavyweight fight on its full-screen theatre television set June 17 direct from Yankee Stadium as the bout occurs. The Reade circuit announced it had signed contracts with Theatre Network Television for presentation of the fight, which will be blacked out on home television. The theatre telecast will also be barred from theatres within a 50-mile radius of New York City, so that the St. James, according to Reade spokesmen, will be the nearest theatre to New York to carry it.

Lachman to New Post on Variety International

Edward Lachman, former chief barker of Variety Club, Tent 35 in New York, has been appointed to the international staff by George Hoover, international chief barker of Variety Clubs International. In addition to his new post Mr. Lachman will serve on the international committee. Mr. Lachman left last week on a European survey for the organization.

Paramount Sets Dividend

The board of directors of Paramount Pictures Corporation has voted a quarterly dividend of 50 cents per share on the common stock, payable June 14, 1954, to holders of record June 1.

Long-Range Plan Needed, Says Lipton

The answer to today's selling problems are detailed long-range planning, backed by intensive national preselling, David A. Lipton, Universal vice-president, told the company's advertising, publicity and promotion representatives at the opening of their three-day meeting at the home office in New York Monday.

Citing the success of "The Glenn Miller Story" as a case in point, Mr. Lipton declared that the box office potential is as high or higher than it ever was if all the selling tools are properly and diligently applied.

Stresses Advance Planning

But to reach this maximum audience, he emphasized, it is vital that every step in the selling and promotional campaign be blueprinted and coordinated in advance. Close integration is demanded for this between production, distribution and our own phase of this over-all operation. He cited the success of the "Charles J. Feldman Annual Sales Drive."

Mr. Feldman told the meeting the summer group of pictures have the greatest variety and highest price negatives in the company's history. He also lauded exhibitors for their cooperation in the sales drive. He added the company recognizes its responsibilities to them by not merely providing them with all types of pictures for all types of operations. It also gives them the proper promotional tools for attracting the customers to the theatre.

This year, Mr. Lipton disclosed, the budget for advertising in national magazines alone will be double that of the preceding year. A good deal of this outlay will go for such important properties as "Magnificent Obsession," "The Black Shield of Falworth" and "Sign of the Pagan," the latter two being CinemaScope pictures.

Use of National Magazines

The company, he said, has always believed in the value of such national preselling and now is in the forefront among the majors in the use of national magazines to focus the attention of the widest possible audience on its product. At the same time, Mr. Lipton said, the appropriations for the equally important task of local selling have been correspondingly increased and the operations of the publicity and promotion staffs broadened and intensified.

More than 30 promotional representatives attended the sessions. Charles Simonelli, eastern advertising and publicity department head, presided. Others who addressed the meeting were Clark Ramsay, executive assistant to Mr. Lipton; Philip Gerard, eastern publicity manager, Jeff Livingston, eastern advertising manager, and Henry A. Linet, sales promotion manager.

In Memoriam

MAURICE D. "RED" KANN

April 3, 1899

May 15, 1952

20th CENT CINEMASCOPE P

are being made
**GENUINE 4-TRACK HI
DIRECTIONAL-STER**

(for this the exhibitor requires proper screen, an
"button-on" soundheads, and three speakers behind

1-TRACK HIGH-FIDELITY

(for this the exhibitor requires proper
projection attachments, and "penthouse

1-TRACK OPT

(for this the exhibitor requires proper screen

WE express our most sincere appreciation to those exhibitors who
attended our forum and whose advice and guidance have aided
our decisions.

We thank exhibitors of the world who have installed **CINEMASCOPE**
complete with stereophonic sound, and who have so whole-heartedly
supported its presentation in the manner in which it was conceived for
exhibition.

As the company which pioneered and developed **CINEMASCOPE**, we
wish to make it clear that we will continue to advocate that all

URY-FOX PRODUCTIONS

are available in

HIGH-FIDELITY MAGNETIC STEREOPHONIC SOUND

anamorphic projection attachments, "penthouse" or
around the screen ("surround" speakers are optional)

STEREOPHONIC MAGNETIC SOUND

around the screen, anamorphic projec-
" or "button-on" soundheads

OPTICAL SOUND

and anamorphic projection attachments

CINEMASCOPE productions be presented as originally designed with genuine 4-track, high-fidelity magnetic directional-stereophonic sound, which we believe vital to the best interests of the exhibitor for the finest presentation and fullest audience enjoyment of CINEMASCOPE.

We now extend a warm welcome to the many more exhibitors who will equip for CINEMASCOPE with proper screen and anamorphic projection attachments, and show it—in accordance with their own desires, resources and public demand—either in 4-track magnetic stereophonic sound, one-track magnetic sound, or one-track optical sound.





Photos by the Herald

WILLIAM J. GERMAN, generous, widely admired, always ready to aid an industry charity, and a former New York tent chief barker, received its first Heart Award at a Waldorf-Astoria banquet the evening of May 6. Scenes at the testimonial, above and right.

THE SPEAKER at the left is Russell Downing, Radio City Music Hall managing director and dinner chairman. On his tier at the triple dais, where sat leaders of the New York industry, are Ed Fabian, Mr. German, Adolph Zukor and Cornelia Otis Skinner.



MR. GERMAN, left, receives his Heart Award from Mr. Zukor, known now affectionately as "Mr. Motion Pictures." The Award is an album to contain memorabilia from the dinner.

THE APPLAUSE is by dais guests Charles Boasberg, Charles Feldman, A. W. Schwalberg, Max A. Cohen and Fred Schwartz.



Variety Tents

UNITED ARTISTS, which appears hugely successful in its 35th year, under a new ownership headed by president Arthur B. Krim and board chairman Robert S. Benjamin, was given a testimonial dinner by the Philadelphia Variety Tent, May 5 at the Bellevue-Stratford Hotel. Among the 1,000 guests, every branch of the industry was represented.

THE BIG OVATION of the evening was for Mary Pickford, honored guest, principal speaker, co-owner and founder of the company. Miss Pickford told how Mr. Krim and Mr. Benjamin, seen applauding her, saved "good old United Artists." Master of ceremonies Phil Silvers is at the right.

Ben Marcus, Charles Boasberg, G. I. Woodham-Smith, Herman Robbins, and Louis Schine were among guests on a dais spread the length of the ballroom.

Salute

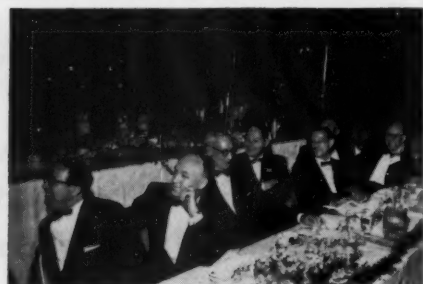


M. A. Silver, Ted Schlanger and George Schaefer provide an example of the enthusiasm generated during the evening for United Artists.

Wilbur Snaper, Seymour Poe, Robert Mochrie, Eugene Picker, Max Felferman, Milton Cohen.



A LITTLE CAKE CEREMONY preceding the dinner: the principals are Messrs. Benjamin, Krim and Silvers, and actresses Rita Gam and Jane Russell.



PLENTY OF EARLY SUMMER
EXCITEMENT FROM PARAMOUNT!

No June slump at the boxoffice with hits like "Elephant Walk" (Tech.), "Casanova's Big Night" (Tech.), "The Naked Jungle" (Tech.)—and now our special June release, Paramount cameras scaled the forbidding Andes to shoot a shocker script such as the screen seldom dares show. Sell its raw emotions like this:

"I could marry 'Doc'...
who doesn't care
what I've been!
But when I'm in
Harry's arms...
I know
I'll never
leave him...
never...
never..."



FILMED IN THE ACTUAL
LOCALE OF PERU'S ANCIENT
SECRET CITY OF THE SUN GOD...

SECRET OF THE INCAS

starring

COLOR BY TECHNICOLOR

CHARLTON HESTON · ROBERT YOUNG
NICOLE MAUREY · THOMAS MITCHELL
and presenting YMA SUMAC

Produced by Mel Epstein · Directed by Jerry Hopper · Screenplay by Ranauld MacDougall and Sydney Boehm · Story by Sydney Boehm

BRITISH BACK CINEMASCOPE

Decision for Fox Greeted Happily; New Impetus for System Expected

by PETER BURNUP

LONDON: Leading exhibitors here greeted the cabled news that Spyros Skouras had agreed they should play CinemaScope pictures with sound tracks according to their choice in no spirit of vain triumph.

Throughout the sound track controversy they have never halted in their admiration of Mr. Skouras' pioneering endeavours, or their appreciation of the fashion in which he opened new vistas. They look upon his latest decision as a further witness to his wisdom. A vast upsurge is expected here in CinemaScope.

ABC Circuit Goes Along

The powerful ABC Circuit, for example, which always has refused to accept stereophonic sound, has embarked on an immense re-equipment operation with CinemaScope lenses and screens. As previously reported, 19 of the circuit's key houses already have been equipped. The circuit estimates that 250 of its theatres are adaptable to the new screen. By the end of this year at least 160 will be equipped.

The enthused reception given the private screening of British Movietonews' CinemaScope picture of the Queen's Commonwealth Tour—"The White Heron"—will obviously be another point for the process. The picture will have a simultaneous release throughout the CinemaScope "circuit" of the country during the Whitsuntide weekend. Appropriate versions are being prepared for overseas.

Although comment is currently withheld by the Rank Organization it is generally believed the Skouras sound-track declaration will lead to a rapprochement between 20th-Fox and the Organization.

All the sudden CinemaScope ferment set the stage suitably for MGM's demonstration of Perspecta Sound Wednesday. The demonstration preceded the opening of "Knights of the Round Table." It was attended by exhibitors from the whole country.

TV Bill in Commons

The Government's Television Bill continues to have an uncomfortable passage through the House of Commons. It has reached the committee stage in the House, when its provisions may be examined line by line. Taking advantage thereof the Labour Opposition put down more than 100 amendments to various clauses and, in an attitude suspiciously akin to a filibuster, insisted on each being debated.

The Government has now decided that

the committee stage will be continued next week under what is called a guillotine motion. That is, a time limit will be set.

There is now little spare time in the Government's parliamentary timetable. Nevertheless, the objections made by Labour have something more than usual force; notably the assertion that the Government has surrendered to top pressure groups among its supporters representing advertising interests. The weakness, indeed, of the Government's position is the lack of enthusiasm among many of its own party.

The Government overtly is determined to have its bill made law in the present session and its Independent Television Authority operating early next year. The suggestion, however, is made in well-informed circles that Prime Minister Winston Churchill may find a diplomatic reason shortly after the Parliamentary summer recess why his TV Bill should be abandoned.

Union Lets Off Steam

Like most other trades-union gatherings, the annual conference of Tom O'Brien's NATKE (National Association of Theatrical and Kine Employees) developed largely as an occasion of letting off rhetorical steam tintured with the customary complacent back-slapping. On two issues, however, the conference made the union's position clear and to the approval of most responsible leaders of the British industry.

In one resolution, NATKE's delegates demanded the Government initiate discussions with the U. S. Government designed to bring about a reciprocal arrangement for a "fair and just showing of British films" in America as a condition of American films continuing to have what is described as "virtually an open market in this country."

The other significant issue was concerned with the activities of the rival union ACT (Association of Cinematograph and allied Technicians). Following the recently reported shakeup in ACT's executive control Mr. O'Brien could scarcely embark at his Conference on his customary anti-Red tirade. But he is still irked at the most-favoured-treatment accorded ACT men in studios as compared with NATKE members.

Rank Unit Has Profit

The J. Arthur Rank British Optical and Precision Engineers, Ltd., reports a profit of £142,767 for the year to December 26, 1953, compared with £135,011 in 1952. After payment of the preference dividend, a dividend of five per cent is paid on the ordinaries.



Events march rapidly towards a resolution of the KRS-CEA break-figure dispute. It has been agreed that the matter be decided

by a joint committee of the two Associations presided over by an independent chairman. CEA rejected the KRS nominee for that post and proposed another man. If this nomination is not accepted by the renters, the president of the Law Society will be asked to appoint the chairman.

Schedule VistaVision Showings for Europe

Loren L. Ryder, head of research for Paramount Studios, flew to London last weekend to handle preparations for VistaVision demonstrations in major European cities this June. He indicated London would be the first European city in which VistaVision would be demonstrated. From London, Mr. Ryder will fly to Paris, Frankfurt and Rome. He will select a theatre in each city for the demonstrations. The European demonstrations will parallel those conducted for exhibitors and newsmen at Radio City Music Hall, Washington's Capital Theatre and Loew's Grand theatre, Atlanta, during the last several weeks.

National Theatres Net \$1,307,050 for 6 Months

HOLLYWOOD: The consolidated net income of National Theatres, Inc., and voting-controlled subsidiaries, after all charges, for the 26 weeks ended March 27 was \$1,307,050, which is equal to 47 cents per share on the 2,769,486 shares outstanding, president Charles P. Skouras Monday reported to shareholders. The corresponding figures for the previous year were \$1,458,529 and 53 cents per share. Mr. Skouras said the decrease in net income is due to a shortage of high quality pictures, increased film prices, and increasing television competition in some areas.

"The New Look in Movies" Theme of 11th COMPO Ad

The eleventh Council of Motion Picture Organizations' advertisement in "Editor and Publisher" is titled, "The New Look in Movies" and notes the renaissance in the medium because of its new technical achievements. It says, in part, in its continuing message to the editors and publishers who read the magazine as the trade paper of the newspaper business, that: "There is an indestructible buoyancy in the motion picture business that seems to prevail from the top to the taproots. . . . These days, the movie business is flexing its muscles and making sounds like a showman."

Levey Decides to Dub "She Wolf"

Jules Levey, independent distributor operating from New York, has withdrawn "The She Wolf" for dubbing in English. This version will be ready, he said, in July or August. He added he is assured bookings by circuits and independent situations. International Film Distributors of Toronto has acquired Canadian rights. The picture played 10 weeks at the World theatre, in New York.

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FOR
GENERAL RELEASE!**

SAMUEL GOLDWYN'S

**Hans Christian
Andersen**

Color by
TECHNICOLOR

Contact
Your RKO
Salesman
Immediately



***Release Date JULY 1st**

Techniques Are Studied By SMPTE

WASHINGTON: The Society of Motion Picture and Television Engineers concluded its week-long 75th semi-annual convention here Friday, May 7, with a morning session on advances in high-speed photography and morning and afternoon sessions devoted to new equipment and techniques in television.

The convention, which drew a registration of 720, was keynoted by the showing of early motion pictures and historical reviews of the evolution and progress to date of all technical branches of the motion picture and television arts and sciences.

SMPTE will conduct a limited survey of screen brightness conditions in drive-in theatres. The survey will be conducted by a committee headed by Dr. Fred Kolb of Eastman Kodak.

In the closing sessions it was reported by the magnetic sound committee that it had completed recommended standards for single film, multiple track magnetic sound. It said the standards had been worked out in co-operation with the Motion Picture Industry Council and still must be approved by the American Standards Association.

Herbert Barnett, president of SMPTE and executive vice-president of Cinerama, Inc., announced that the society's fall convention will be held at the Ambassador Hotel in Los Angeles October 18 to 22.

National Tour Promotes 20th-Fox's "Demetrius"

As part of the promotional program for 20th Century-Fox's "Demetrius and the Gladiators," arrangements have been set for actor Jay Robinson to make a cross country personal appearance tour heralding the CinemaScope spectacle. Robinson, who portrays Roman Emperor Caligula in the Technicolor production, began the publicity swing Monday in San Francisco. Included in the itinerary are talks before Parent-Teacher groups, civic organizations, school assemblies, newspaper interviews and TV, radio and theatre appearances. Attired in full costume, he will do scenes from the picture and discuss the making of the production to be released in June.

Milwaukee Projectionists, Exhibitors Aid Retirement

A Motion Picture Projectionists Union Severance Trust has been created by the IATSE Local 164 and the area's exhibitors. Its purpose is to aid financially projectionists who have retired, and others disabled through sickness or accident. Theatre owners finance it by paying a percentage of projectionists' wages into the fund. These began January 11. The fund now has almost \$50,000. On the board are Harold J. Fitzgerald, Fox Wisconsin circuit president, co-chairman; Oscar E. Olson, union busi-

THE WINNERS CIRCLE

Pictures doing above average business at first runs in the key cities for the week ending May 8 were:

Albany: CARNIVAL STORY (RKO), CREATURE FROM THE BLACK LAGOON (U-I), GENEVIEVE (U-I).

Atlanta: FRENCH LINE (RKO).

Baltimore: EXECUTIVE SUITE (MGM), RIVER OF NO RETURN (20th-Fox).

Boston: KNOCK ON WOOD (Para.) 3rd week, ELEPHANT WALK (Para.)

Buffalo: EXECUTIVE SUITE (MGM), RIVER OF NO RETURN (20th-Fox), RIDING SHOTGUN (WB), CARNIVAL STORY (RKO), FRENCH LINE (RKO) 2nd week.

Chicago: EXECUTIVE SUITE (MGM), HEIDI (UA) 4th week, PINOCCHIO (Disney-RKO, reissue).

Cincinnati: EXECUTIVE SUITE (MGM), THE MOON IS BLUE (UA).

Cleveland: THE MAD MAGICIAN (Col.), THE MOON IS BLUE (UA).

Columbus: THE MOON IS BLUE (UA) 2nd week.

Denver: RIVER OF NO RETURN (20th-Fox), JUBILEE TRAIL (Rep.), HELL'S HALF ACRE (Rep.), YANKEE PASHA (U-I), MASSACRE CANYON (Col.).

Detroit: LITTLE FUGITIVE (Burstyn) 3rd week, RIVER OF NO RETURN (20th-Fox), INDISCRETION OF AN AMERICAN WIFE (Col.) 2nd week, PRINCE VALIANT (20th-Fox) 3rd week, ELEPHANT WALK (Para.)

Hartford: ELEPHANT WALK (Para.), PRISONER OF WAR (MGM), BEACHHEAD (UA).

Indianapolis: ELEPHANT WALK (Para.), SHE COULDN'T SAY NO (RKO), TOP BANANA (UA).

Jacksonville: ELEPHANT WALK (Para.), FRENCH LINE (RKO), FROM HERE TO ETERNITY (Col.) 2nd run.

Kansas City: FRENCH LINE (RKO) 2nd week, CARNIVAL STORY (RKO) and LOOSE IN LONDON (AA) double bill, EXECUTIVE SUITE (MGM) 2nd week.

Memphis: CARNIVAL STORY (RKO), EXECUTIVE SUITE (MGM) 2nd week, THE MIAMI STORY (Col.) 2nd week, THE MAD MAGICIAN (Col.) 2nd week.

Miami: EXECUTIVE SUITE (MGM) hold-over.

Milwaukee: EXECUTIVE SUITE (MGM) 2nd week, FRENCH LINE (RKO) 3rd week.

Minneapolis: EXECUTIVE SUITE (MGM), JULIUS CAESAR (MGM) holdover.

New Orleans: MARTIN LUTHER (de Rochemont) holdover, EXECUTIVE SUITE (MGM) 2nd week, SHE COULDN'T SAY NO (RKO) 2nd week.

Oklahoma City: PRINCE VALIANT (20th-Fox) 2nd week, FROM HERE TO ETERNITY (Col.), FRENCH LINE (RKO) 2nd week, THE ROBE (20th-Fox) holdover.

Omaha: DANGEROUS MISSION (RKO), LUCKY ME (WB), RIDE CLEAR OF DIABLO (U-I).

Philadelphia: RIVER OF NO RETURN (20th-Fox).

Pittsburgh: EXECUTIVE SUITE (MGM).

Portland: EXECUTIVE SUITE (MGM), SOUTHWEST PASSAGE (UA), SHE COULDN'T SAY NO (RKO), THE SIEGE AT RED RIVER (20th-Fox), RHAPSODY (MGM), PRINCE VALIANT (20th-Fox) 3rd week, THE LIVING DESERT (Disney) 8th week.

Providence: THE MAD MAGICIAN (Col.), ELEPHANT WALK (Para.).

Vancouver: HELL AND HIGH WATER (20th-Fox).

Washington: EXECUTIVE SUITE (MGM), ROSE MARIE (MGM), ELEPHANT WALK (Para.), KNOCK ON WOOD (Para.) 4th week.

ness manager, co-chairman; Alfred D. Kvoil, Standard Riverside Company general manager; Harold Pearson, Allied of Wisconsin secretary; Glenn C. Kalkhoff, union president; and Robert O. Lucht, union secretary.

Sue On "Champagne Safari"

Defense Film Corp., and Jackson Leighter Associates, owner and producer, respectively, of "Champagne Safari," are suing Columbia in Los Angeles Superior Court, for \$4,000,000. They also ask an injunction to prevent alleged restraint against the picture's commercial engagements. The picture records the wedding travels of Rita Hayworth and her former husband, Aly Kahn, through Africa.

Kansas City Theatre Gets Trust Stipulation

KANSAS CITY: A stipulation enabling the Electric Theatre here to show pictures on a first-run basis at the same time as theatres in downtown Kansas City was entered in the U. S. District Court here. The stipulation entered by Judge Albert A. Ridge, was agreed to by 20th Century-Fox, Fox Midwest, Inc., and Universal Film Exchange, Inc. The three defendants and others had been sued for \$1,500,000 in an action by W. D. Fulton, owner of the Electric, filed in July, 1952. Fulton also, according to terms of a covenant and contract not to sue, is to be paid \$130,000 by the three defendants in the case.

J. ARTHUR RANK ORGANIZATION RECORD BREAKERS



LONDON'S GREATEST MONEY MAKER IS

"DOCTOR IN THE HOUSE"

- * In the fourth week of its run at the Odeon, Leicester Square—London's premier theatre—it took more money than any other film in a similar period since its opening in 1937.
- * *Simultaneously* the 2,564 seat New Victoria Theatre also recorded its greatest week's business since it opened in 1931.
- * *Simultaneously* the 2,147 seat Dominion Theatre, Tottenham Court Road, recorded the best week's business since 1948.
- * More records were broken at Gaumont Theatres in their first runs at Bournemouth, Luton, Coventry, Rochester, Chatham, Dover, Portsmouth, Reading, Southend...

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U.S.A. and LATIN AMERICA

J. Arthur Rank Organization Inc.,
445 Park Avenue,
New York 22, N. Y.

The J. Arthur Rank Organization presents
Dirk BOGARDE • Muriel PAVLOW • Kenneth MORE • Donald SINDEN
in

DOCTOR IN THE HOUSE

Color by **TECHNICOLOR**

Also Starring **KAY KENDALL • JAMES ROBERTSON JUSTICE • DONALD HOUSTON •**
Adapted from his own novel by Richard Gordon • Screenplay by Nicholas Phipps
Directed by Ralph Thomas • Produced by Betty E. Box

DISTRIBUTION
CANADA

J. Arthur Rank Film Distributors
(Canada) Ltd.,
277 Victoria Street,
Toronto, Ontario.

Hollywood Scene

by WILLIAM R. WEAVER
Hollywood Editor

The death last week of Walter E. Kline, founder and owner of Walter E. Kline & Associates, brought to quiet close one of the most unique and least reported careers in Hollywood annals. The deceased came to Hollywood in 1918 and shortly thereafter established the public-relations firm that bears his name. Not many persons still around the trade here remember the firm's early years, but there is hardly anybody in town, whose professional activities relate to production costs, who hasn't had dealings with it, one way or another, for it is not a public relations organization in the normal, formal meaning of the term. It is a very special kind of public-relations firm, and its particularly special service to its clients—some of the most distinguished merchandise concerns in the world—consists in getting their products into entertainment features inconspicuously enough to escape public complaint but identifiably enough to register the brand-name or trademark or symbol, etc., on the consciousness (or even the subconsciousness) of the observer.

Now this has been an activity of varying repute down the years, rising at one time to the status of a *cause celebre* and slipping back again to the level of tacitly accepted practice, but it has never been entirely discontinued, and it has always been profitable. Sometimes it has been amusing, at all times it has been secret, so far as external notice goes, and occasionally it has backfired. In the wrong hands it has made trouble, caused embarrassment, necessitated re-takes, but not in Kline hands.

Producer Often Given Important Assistance

In many an instance the producer of a small-budget picture is given important production help by a Kline representative, or a similar public-relations man. The whole expense of building a set—store interiors are especially favored—is borne by the public-relations firm on the understanding that the merchandise necessary to the realism of the scene be the merchandise of the firm's clients, and recognizable in at least one shot. As the merchandise is precisely the merchandise that would appear in a real store of the same kind, nobody gets cheated, the requirement of realism is served, the production budget buys one more set than it would have bought otherwise, and the public relations firm earns a reasonably honest dollar.

In most instances the arrangement for the placement of the merchandise is made with the producer or the producing company, wholly openly, but sometimes it's made with the director, often the property man, and frequently off-record, although that is not to say outrightly off-color. These latter

arrangements sometimes go awry. The Kline firm, and maybe others, sends an observer to the first preview of a picture in which it's got a client's product going, to make sure it's not been cut out, overshadowed, whatnot.

Several Items "Planted" In Particular Picture

In the case of a certain picture previewed one morning last week such an observer confided to a trade paper reviewer in the adjoining seat that his firm had a certain middle-priced automobile and a certain electric razor planted in the upcoming film. The story called for use of half a dozen automobiles, and they all turned out to be the same kind, identifiably, which pleased the young man, naturally. But the actor who was called upon to wield the electric razor in the picture crossed up the firm, the advertising client, and everybody but himself. He used the wrong kind of razor. The firm's observer checked off that item on his list as a dead loss. Some other actor will make it up in some other picture. It's a ranking brand. Nobody will lose a dime on the deal.

It's a long jump from these minor maneuvers to the big-scale agreements made by the bigger-budget producers, usually with the merchandiser directly. One of the biggest studios in town has a standing offer to the manufacturers of principal products which may be called for in a given picture—such as refrigerators, vacuum cleaners, motor boats,—and which can be fabricated or taken, so to speak, from stock. The offer is to use an identifiable refrigerator, etc., instead of a make-believe one, and leave the label or trademark on it intact, if the manufacturer will spend \$1,000,000 in national advertising tie-up the product and the picture. Only top-drawer manufacturers are eligible. Nobody gets hurt by the deal. And the picture gets \$1,000,000 plus advertising.



AS a kind of parting-word on the subject of the industry's pact with the lay press concerning the reviewing of motion pictures (for the "Life" magazine violation of the pact in the case of "The Caine Mutiny," outlined here last week, provided the perfect test case) the following is the language used by Universal-International on its credit sheets distributed to reviewers and other press people attending previews of that company's pictures:

"In line with the established procedure, you are invited to this preview with the understanding that no reviews will be published until after the local release date of this picture."

That's pretty hard for anybody to misunderstand.

Some of the other studios use other

phraseology to the same end, but there is no uncertainty about what is meant.

Maybe it should be written by those members of the industry who suffer first and worst the adverse effects of pact violations—the motion picture theatre owners. The pact was their baby. It has been left largely in the care of the studios, and has fared very well in the main, but these are days when the studios have too many and too heavy burdens of their own to make its care a first order of business. The big exhibitor associations, now at their peak of effectiveness, might serve everybody in the business quite profitably by tendering the studios their cooperation in the enforcement of the agreement.

THIS WEEK IN PRODUCTION:

STARTED (4)

MGM
Glass Slipper
(Eastman color)

INDEPENDENT
Return of Columbus
(Peal-Real)

20TH-FOX
Woman's World
(CinemaScope;
Technicolor)

U-I
Destry (Technicolor)

COMPLETED (3)

COLUMBIA
Cannibal Attack

INDEPENDENT
This Is My Love

(Dowling; Eastman)

U-A
Suddenly (Bassler)

SHOOTING (26)

A-A
Adventures of Hajji
(CinemaScope;
Technicolor)

COLUMBIA
Pffft
Violent Men
(Technicolor)
Rough Company
(CinemaScope;
Technicolor)
Long Gray Line
(CinemaScope;
Technicolor)

Joseph and His Brethren
(CinemaScope;
Technicolor)
Three for the Show
(CinemaScope;
Technicolor)

INDEPENDENT
Long John Silver (Kaufman; CinemaScope; Technicolor)

LIPPETT
Race for Life (Hammer)

MGM
Deep in My Heart
(CinemaScope; color)
Green Fire
(Eastman color)
Rogue Cop
Last Time I Saw Paris
(Technicolor)
Athena (Technicolor)

PARAMOUNT
Strategic Air Command
(VistaVision;
Technicolor)

RKO
Where the Wind Dies
Bogaus; SuperScope;
Technicolor)
20,000 Leagues Under the Sea (Disney; CinemaScope; Technicolor)

20TH-FOX
Untamed (CinemaScope; Technicolor)

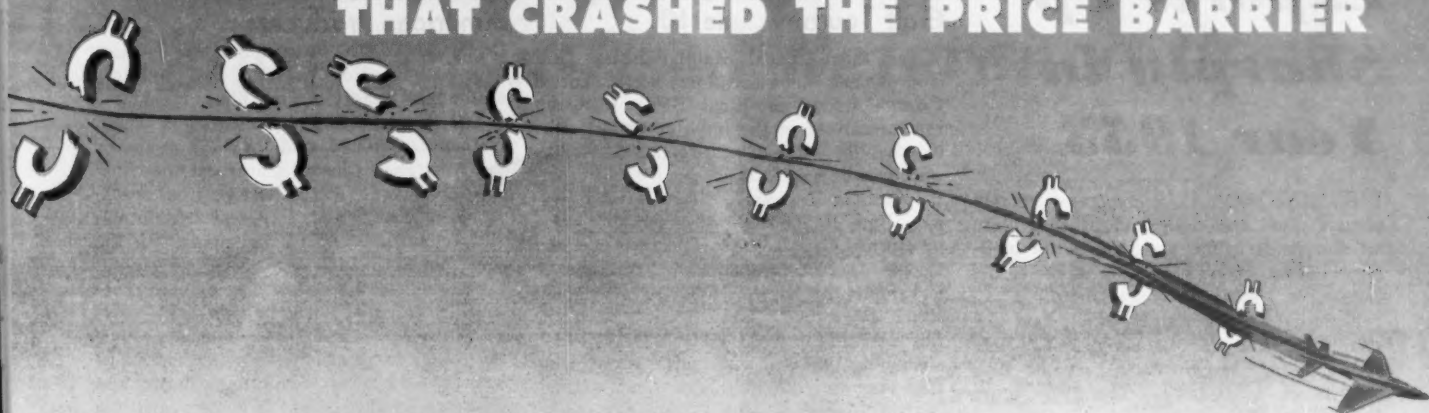
U-A
Vera Cruz (Hecht-Lancaster; SuperScope; Technicolor)

U-I
Shadow Valley
(Technicolor)
So This Is Paris
(Technicolor)

WARNER
Dragnet (WarnerColor)
Battle Cry (CinemaScope; WarnerColor)
Helen of Troy (CinemaScope; WarnerColor)
Land of the Pharaohs
(CinemaScope; WarnerColor)

HERE'S THE SOUND

THAT CRASHED THE PRICE BARRIER



RCA now presents the lowest priced QUALITY STEREOPHONIC SOUND

For the first time ever . . . here is a quality stereophonic sound system—built to let the small- and medium-sized theatre enjoy the increased grosses of the new types of films . . . on a rock-bottom budget.

Through a brand-new, dual-cone speaker design—through important manufacturing economies—RCA can offer many exclusive RCA design features—many items now in use in the largest houses—to the theatre that must operate on a small budget.

Developed specifically for RCA's new "Smaller-Theatre" line, is the all-new, reflex-baffle speaker . . . a true, wide-range, big-power speaker for houses up to 1200 seats. In this speaker you'll find RCA has again put its vast facilities and technical background to work . . . to bring you quality at a low, low price.

For the finest in stereophonic sound, equip your house with RCA's superb Stereo-scope Sound, including:

- **RCA BUTTON-ON SOUNDHEAD**
utilizing the soft-loop system for flutter-free sound
- **RCA AUDIO-SYNC AMPLIFIERS**
for complete operator convenience, most faithful reproduction
- **RCA EXPONENTIAL-FLARE SPEAKERS**
for complete coverage in any type of house



THEATRE EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS

CAMDEN, N. J.

In Canada: R C A VICTOR Company Limited, Montreal

Exports Up Sharply in Year 1953

WASHINGTON: U. S. exports of motion picture films and equipment in 1953 were up sharply over 1952 and were at the highest level since the peak year of 1947, the Commerce Department has reported.

Nathan D. Golden, film chief, said the total value last year amounted to \$29,352,273, a 14 per cent increase over the 1952 exports of \$25,692,819. The 1947 figure was \$31,547,567.

Sharpest increase came in shipments of raw stock. Shipments of exposed feature films were up in value but down in terms of linear feet. Shipments of projectors were up in number but down in dollar value. Exports of cameras and other equipment were substantially higher in 1953 than the year before.

Exports of exposed feature films, both 35mm and 16mm totaled 303,351,452 linear feet valued at \$10,188,253 last year, compared to 305,866,735 feet valued at \$9,681,480 in 1952. Shipments of 35mm negative features were up in terms of both linear feet and dollar value, while shipments of 35mm positive features increased in dollar value but dropped in terms of linear feet.

Shipments of 16mm negative features were down considerably, but this drop was more than offset by a marked increase in volume and value of shipments of 16mm positive features.

Raw stock shipments in 1953 totaled 310,064,649 feet valued at \$7,364,360, compared to shipments of 267,643,072 feet valued at \$6,184,418 the previous year.

B'nai B'rith Industry Annual Golf Tourney June 10

The third annual Film Industry Golf Tournament sponsored by New York's Cinema Lodge of B'nai B'rith to bring representatives of the industry of all faiths together for a day of sport and good fellowship, will be held at the Vernon Hills Country Club at Tuckahoe, New York, Thursday, June 10, it was announced this week by Burton E. Robbins, president of Cinema Lodge. The tournament will be followed by a banquet at the Vernon Hills Club at which prizes will be awarded. The facilities of the Vernon Hills Country Club swimming pool will also be made available this year to both golfers and non-golfers. Martin Levine, Cinema Lodge past president, is chairman of the committee. Entry blanks are available through the Cinema Lodge office at 229 West 42nd Street and through Abe Dickstein at 20th Century-Fox's New York exchange.

ASCAP Presents Annual Show in Washington

The American Society of Composers, Authors and Publishers was to present for members and guests of the National Press Club the annual "ASCAP Musical Matinee" Thursday, May 13, at 12:30 p.m., in the Press Club auditorium in Washington, D. C. Featured composers and authors included Lew Brown and Ray Henderson, "Oscar" award winner Sammy Fain; Mack Gordon, author, comedian, singer and writer of numerous song hits; Bennie Benjamin and George Weiss, joint composers of numerous songs, and Bee Walker, composer and pianist. Guests of honor will include members of Congress, Cabinet officers and other Government officials, and members of the ASCAP board of directors.

Australian Censor Lauds American Producers

WASHINGTON: Australian film censors have complimented American film producers on the high quality of their films.

The Commerce Department film chief, Nathan D. Golden, said the 1953 report of the Australian censors points out that only one feature was rejected last year out of 402 imported from the U. S., Great Britain and other countries. Of the remaining 401, the censors classed 292 as suitable for general exhibition and 109 as suitable only for persons 16 or over. "The report states," Mr. Golden added, "that considering that films are produced primarily for adult entertainment, one must pay tribute to producers and directors in the United Kingdom and the United States on their choice of subject, theme, and suitable casts, to enable the Australian censors to apply the General Exhibition classification to such a large percentage of their films over the past five years."

U. S. producers supplied 287 features or about 72 per cent of the total last year, compared with 290 or about 74 per cent in 1952, according to the Commerce Department report.

Major Producers Limited To 3 Films in Festival

Major producing countries are limited to three entries each in the forthcoming International Festival of Motion Picture Art at Venice, Italy. Countries whose total is between 100 to 250 films will be allowed two entries. Nations with less than 100 will be allowed one. Additional entries will be permitted if of exceptional merit. Conditions of entry are that films be made during the preceding 12 months; not presented at another festival; reach an artistic and intellectual level "to indicate a real progress of the motion picture"; and do not offend national sentiment of any other participating nation. The Festival begins August 22 and lasts 16 days.

IA Rogers Hospital Donation Totals \$21,750

A total of \$21,750, exceeding by approximately \$4,000 the highest previous sum registered last year, was announced by IATSE locals and members as their contribution to the Will Rogers Memorial Hospital. The amount represents contributions of the union's 1953 Christmas Salute drive.

Hoffberg Sets May Release for Indian Spectacle, "Chandra"

"Chandra," the first million dollar motion picture produced in India and which was filmed under the personal supervision of S. S. Vasan, the head of Gemini Studios in Madras, has been acquired for distribution in the Western Hemisphere by Hoffberg Productions and will be released in May. The production is said to have taken two years to make and stars India's box office champion, Raj Kumari. The picture has been a tremendous box office hit in Asia.

COLUMBIA PICTURES ANNOUNCES THAT PRINTS OF THE FOLLOWING PICTURES ARE NOW AVAILABLE IN OUR EXCHANGES FOR SCREENING

CHARLES STARRETT

in **THE OLD WYOMING TRAIL**

with
DONALD GRAYSON
BARBARA WEEKS

and the
SONS OF THE PIONEERS
Screen Play by ED EARL REPP
Directed by FOLMER BLANGSTED

CHARLES STARRETT

in **TWO-FISTED RANGERS**

with
IRIS MEREDITH

and the
SONS OF THE PIONEERS
Original Screen play by FRED MYTON
Directed by JOSEPH H. LEWIS

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with
THE HOOSIER HOTSHOTS
(Hezzie, Ken, Gil and Gabe)

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GUY KIBBEE • ROBERT STEVENS

Screenplay by LOUISE ROUSSEAU
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Directed by RAY NAZARRO

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with
FRANK MITCHELL • VIRGINIA CARROLL

Screen play by FRED MYTON
Directed by LAMBERT HILLYER

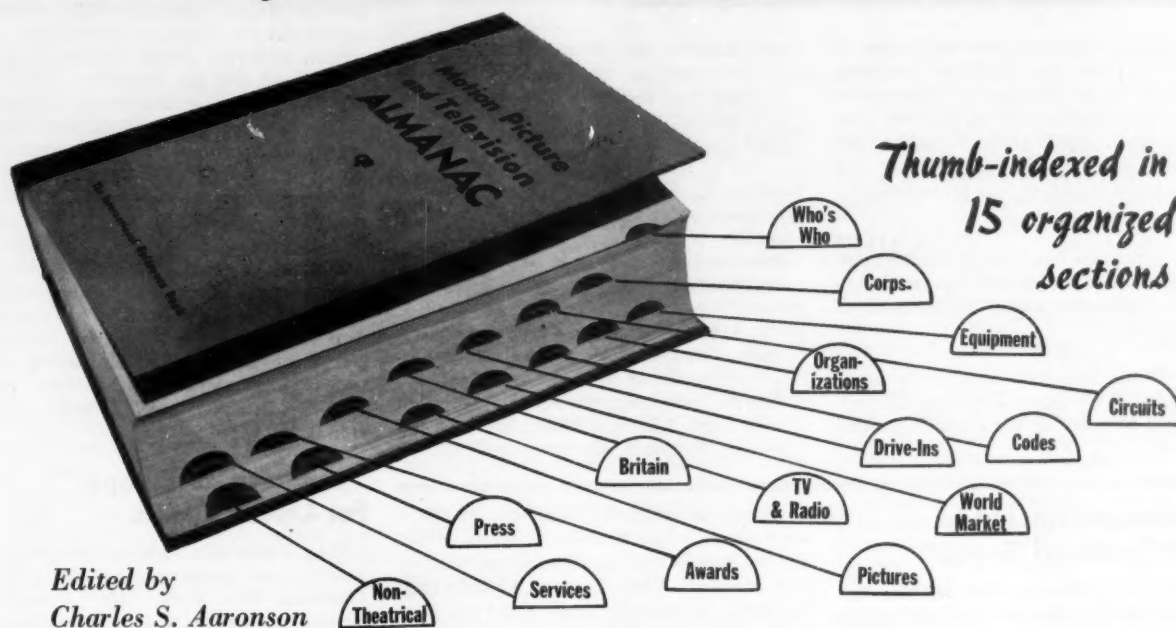
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**Motion Picture
and Television
ALMANAC**

People in The News

AL O'KEEFE, vice-president in charge of distribution for the Pola-Lite Company, left New York Tuesday for Toronto to confer with members of the General Theatre Supply organization, Canadian distributors of Pola-Lite glasses and new single-track Pola-Lite 3-D projection system.

ROBERT SCHOHAM has been appointed managing director of MGM operations in Cuba. He formerly was MGM manager in Belgium.

LAMAR SARRA has been named vice-president of Florida State Theatres. He will continue to serve as the circuit's general counsel.

CYRIL LANDAU has resigned from Universal-International. Since 1946 he has been attorney and secretary of United World, U-I subsidiary, prior to which he was trial counsel for RKO Pictures.

SAMUEL E. FELDMAN has been appointed assistant sales manager of the American Society of Composers, Authors and Publishers. He is a veteran of the ASCAP organization.

JOHN JARVIS, formerly with Selznick Releasing and Columbia, has been named I.F.E. southeast district manager, and DAVID WILLIAMS, previously associated with Eagle Lion and MGM, has been appointed southeast sales manager.

Appoint Malcolm Kingsberg Magna Theatre Treasurer

Malcolm Kingsberg, former RKO Theatres president, this week was named treasurer of Magna Theatre Corp., distributing agency for the Tood-Ao Process, the wide-screen, wide-film system developed by Michael Todd and the American Optical Co. Mr. Kingsberg, a native of Springfield, Mass., and a graduate of Harvard and its School of Business Administration, was active in the Keith-Albee and Radio-Keith-Orpheum companies beginning in 1933, and then from 1946 to 1950 was RKO Theatres president. Other officers of Magna are Joseph M. Schenck, chairman; George B. Skouras, president; Mr. Todd, production executive; Arthur Hornblow, Jr., vice-president for production; Ralph B. Neuberger, secretary; Bernard J. Reis, acting comptroller and assistant treasurer; Joseph Faehndrich; and James M. Landis, assistant secretary.

Youngstein to Europe For United Artists

Max Youngstein, vice-president of United Artists, was to leave New York for the Continent this week. Mr. Youngstein's mission is to study and supervise the company's production projects and commitments there. He is to spend much time in Rome, a center of activity. He also will convene and direct a meeting of the company's European publicity men in Paris about mid-June.

Greenberger Elected to Head Cleveland Group

CLEVELAND: Henry Greenberger has been unanimously elected president of the Cleveland Motion Picture Exhibitors Association succeeding the late Ernest Schwartz. Mr. Schwartz previously doubled as president and general manager. Joe Rembrandt was elected vice-president and Ted Vermes

continues as treasurer. Six new members were named to the board of directors, bringing the board's total to 15, a full quota. They are Marshall Fine, Leonard Greenberger, Leonard Mishkind, James Kalafate, Bert Lefkovich and Jack Essick. The association unanimously approved the appointment of Louis Weitz, attorney, as general manager while Arnold Porozynski succeeds his father on the board.

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in
"INDISCRETION
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PRODUCED AND DIRECTED BY VITTORIO De SICA

ALAN LADD
HELL
BELOW ZERO

Color by **TECHNICOLOR**

with JOAN TETZEL • Basil Sydney • Stanley Baker

Screenplay by ALEC COPPEL and MAX TRELL • Adaptation by RICHARD MAIBAUM • Based on the novel "The White South" by Hammond Innes • Associate Producer George W. Willoughby • Produced by IRVING ALLEN and ALBERT R. BROCCOLI

Directed by MARK ROBSON • A WARWICK PRODUCTION

General
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July

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Color by **TECHNICOLOR**

PHIL DOROTHY BILLY
with CAREY-PATRICK-GRAY

Story and Screen Play by DAVID LANG
Produced by WALLACE MacDONALD • Directed by FRED F. SEARS

The National Spotlight

ALBANY

Dr. Philip Liebig, Granville veterinarian, is operating Northside drive-in, near Watertown, with his brother as manager. Dr. Liebig built and originally conducted it, but T. J. Trombly was 1953 lessee. . . . Two Watertown outdoor theatres, the Black River and Star-Lit, charge \$1.30 for a "carload" on bargain nights. . . . Visitors included: Sidney S. Kulick, Bell Film Exchange, New York; Don Gilson, Canton, Massena and Alexandria Bay exhibitor; Louis W. and Donald G. Schine, Gloversville; Phil Baroudi, North Creek; Clarence Dopp, Frankfort and Poland. . . . Joseph Agresta, operating the Orvis in Massena, is buying and booking Victoria, Watertown subsequent-run, recently reopened. . . . Harry Lamont said receipts at his drive-ins were ahead of last spring's, due to better weather. Lou Goldstein, Lamont's partner in Vail Mills, took over buying and booking it. . . . Variety Club will hold 12th annual golf tournament June 28.

ATLANTA

The new owner of the Sundown drive-in theatre, Columbia, Tenn., is Recreation Enterprises, a Tennessee corporation of which H. P. Vinson is secretary. . . . Bob Harris, new in Florida State Theatres' confection sales department, has launched a drive to increase the sale at the concession stand at all theatres in the circuit with \$1,000 in cash prizes to be given to the best stand. . . . The new Cherokee theatre in Sweetwater, Tenn., has opened with Mrs. Edith Brower as manager. . . . The Lyric Theatre, Gastonia, N. C., under the management of Ed Pierce, is remodeling. . . . W. P. Cash has applied for a permit for a new drive-in at Homestead, Fla., on Route No. 1. . . . Johnny Jones, manager of the Pasco theatre, and Curry Anderson, manager of the Joy-Lan drive-in, Dade City, Fla., were hosts to Kiwanians of the area at a showing of the hydrogen bomb film.

BALTIMORE

Leon Back, president Allied Motion Picture Theatre Owners of Maryland and a Rome Circuit executive, was in Philadelphia. . . . Morris Mechanic, New theatre is on the committee for the testimonial dinner to 20th-Century's C. Glenn Norris to be held in Washington at the Shoreham Hotel May 17. . . . The Motion Picture and Television Operators moved to 2036 Frederick Avenue. . . . Walter Gettinger, Howard theatre, back from a New York trip. . . . Mark Silver, Allied Artists salesman, suffered a heart attack last week and is in Sinai Hospital. . . . Among the local exhibitors journeying to Philadelphia for UA's 35th Anniversary dinner were: Milton Schwaber, Bill Brizendine and Boots Wagonheim, Schaber Circuit; I. M. Rappaport Theatres; Lou Gaertner and Gordon Contee, Ritz Enterprises; Aaron Seidler, New Albert theatre; Joe Grant, Northwood; Leon Back, Rome Theatres; and C. Elmer Nolte, Durkee.

BOSTON

The Raymond Hakim film "La Ronde" has not been approved for Sunday showing by the Massachusetts Department of Public Safety so the Beacon Hill theatre, where the film opened May 3, substituted "Streetcar Named Desire" for that one day. . . . John Gannen has sold the Palace, Lowell, to be converted into stores. . . . Michael Redstone, pioneer drive-in theatre owner, has been named treasurer of the 1954 Jimmy Fund drive by general chairman Theodore Fleisher. . . . Sympathy to Stanley Sumner, owner-manager of the University theatre, Cambridge, in the death of his mother, Mrs. Nellie Stanley Sumner. . . . Irving A. Isaacs, president of Independent Exhibitors Inc. of New England, has called a board meeting for May 18 at which time Nathan Yamins will bring a full report of the Makelim plan from the Allied board meeting in Minneapolis.

BUFFALO

Arthur Krolick, district manager, UPT, Buffalo and Rochester, and Mrs. Krolick, vacationed last week in New York, where they enjoyed some of the top shows and Mr. Krolick conferred with UPT officials. . . . WBEN radio station, owned and operated by the Buffalo Evening News, will become a basic radio outlet of the CBS radio network on June 1, at which time WGR radio station will become a basic affiliate of NBC. . . . Area drive-ins will provide amusement as well as aid on May 12 when programs will be run for the benefit of the Children's Hospital Building Fund campaign. As part of a five year program, the drive-ins devote one day each year to this method of raising funds for philanthropic purposes. Last year, the first time the plan was tried, almost \$1,500 was raised. Admission will be free on May 12, but patrons will make their contributions to the campaign when they enter the drive-ins. Participating in the benefit performances will be the Aero, Broadway, Buffalo, Delaware,

Skyway Lakeshore, Skyway Niagara, Park, Sheridan and the Star. . . . Mrs. Elmer F. Lux, wife of the head of Elmart Theatres and Common Council president, has been appointed associate director for Erie County's Civil Defense Warden Service. Mrs. Lux will be first assistant to Gustav F. Hermann, Jr., who is director of recruiting.

CHICAGO

Attorney Aaron Stein, who represents many theatre interests here, has moved his offices to 231 South La Salle St. . . . Fred Mindlin, Ziegfeld manager, is back on the job after a week in the hospital undergoing a general checkup. . . . Nick de Luca of the Alex theatre is at home recuperating from a recent operation. . . . Tom Gilliam, Fox branch manager, was in New York recently for a company meeting. . . . Friends and associates of Jim Donohue, recently retired Paramount district manager, are planning a farewell dinner in his honor. Donohue is moving to San Francisco on May 15. . . . Phil Hodes, formerly with RKO in New York and more recently retired and living in Highland Park, is moving back to New York. . . . A fire in the Allied Artists inspection room fortunately caused no injuries to the exchange personnel, but a few prints were destroyed.

CINCINNATI

June 21 is the date set for reopening of the 2,000-seat Capitol theatre here by Stanley Warner Cinerama Corporation, which recently leased the house from RKO. Changeover reconstruction to permit the new type projection is now in progress. This will become the 12th theatre in the United States devoted to Cinerama and this will be the only city within a 300-mile radius to offer this type of entertainment. . . . John Stevens, of the New York, who recently was appointed the foreign department of United Artists, is now stationed at the local UA branch to undergo intensive training in the matter of film exchange operation. . . . Donald Duff, who was associated with the local Popular and Realart exchanges before doing a military stretch, has joined the Realart exchange as head booker.

CLEVELAND

Exhibitors here are saying that present grosses—even taking into account the cut in Federal admissions taxes—are lower than they were in the pre-tax reduction period. The impression prevails that unemployment, coupled with payment commitments, leaves little money for entertainment. . . . Variety Club is holding a gin rummy tournament in its Hollenden Hotel club rooms. . . . There was a fire in the Martinsville, Ind., resort hotel where M. B. Horwitz, head of the Washington Theatre Circuit of Cleveland, has been vacationing. . . . Elsie Loeb, The Herald's Cleveland correspondent, has been ill with pneumonia.

(Continued on following page)

WHEN AND WHERE

June 8-10: Annual convention Virginia Motion Picture Theatre Association, Chamberlin Hotel, Old Point Comfort, Virginia.

June 14-16: Annual spring board meeting and get-together, Allied Theatre Owners of Indiana, South Shore Hotel, Lake Wewasee, Ind.

June 17-19: Meeting of the executive committee and board of directors, Theatre Owners of America, Beverly Hills Hotel, Los Angeles.

COLUMBUS

Charles Sugarman has been adding Saturday midnight shows at the World during the run of "The Moon Is Blue." . . . Mrs. Lelia Stearn, of the Southern, ran a special coupon offer in local newspapers, offering admission to two adults for the coupon and 45 cents. . . . "The Joe Louis Story" had first run local showings at the Empress and four Miles drive-ins. . . . Lee Hofheimer, of the Miles circuit, is a grandfather. His daughter, Mrs. Joyce Strelitz, of Norfolk, Virginia, gave birth to a seven-pound daughter, Bonnie Lee, May 1. . . . Norman Nadel, Citizen theatre editor, added "Sam, The Gill Man" to his reviewing staff for the report on "Creature From The Black Lagoon" at the RKO Palace. Stunt was heralded by a page one item in the Citizen. . . . Fergum Theatres Inc. has received approval from Examiner William Butts of the Federal Communications Commission on its application for a television station at Mansfield, Ohio.

DENVER

Hall Baetz, formerly Denver city manager for Fox Inter-Mountain Theatres, was here for the opening of the new Centre, and indicated he is buying some theatres in Seattle, where he has been for the past months. . . . Edward and Caroline Lewis, of the Peerless, Holyoke, Colo., are parents of a baby girl, Cynthia Ann. . . . Jean Sombar, wife of Wm. Sombar, United Artists salesman, has recovered from a recent operation. . . . Tom Bailey has taken over the distribution of Realart product, and is combining the exchange with his own. He is the Lippert Pictures franchise owner here. He has disposed of his Lippert franchise in Salt Lake City to Tommy McMahon and Jack Swanson, who will also handle Realart product there. Bailey will still distribute "Martin Luther" in both the Denver and Salt Lake City film areas.

DES MOINES

The Varsity theatre, a neighborhood house in Des Moines, has been purchased by B. C. (Bev) Mahon and Robert L. Fridley from Iowa United Theatres, Inc. The 600-seat house will be redecorated and new equipment installed. The new owners have been in the theatre business for 15 years. Mahon has a theatre at Pella, and Fridley has houses at Ida Grove and Rockwell City. . . . Formal open house was held May 10 at Universal exchange in celebration of the completion of wide remodeling. . . . Butch DeFrenne, veteran of Film Row and now manager of a booking concern, was a visitor on the Row. . . . Mrs. Charles Peterson of Hampton is dead following a stroke. With her husband, who survives her, she had owned the Windsor theatre in Hampton for the last 35 years. . . . John Newcomer of Lawrence, Kan., has taken over the management of the Page theatre at Shennandoah, replacing Don Nutter. . . . The Royle theatre at Lohrville was closed for several weeks to permit the installation of a new, wide screen and other improvements.

DETROIT

Cinerama's Bill Green is off to Cincinnati to help with the opening of the Stanley Warner-Cinerama outlet. . . . Gloria Swan-

son has been in town. . . . The happy sound of the theatre organ, still a standard part of the Fisher program, took an all Michigan flavor for the official Michigan Week. . . . Mothers' Day was observed at the Oakland with gifts. . . . The projection booth at the recently reopened Palmer Park is being manned by Harry Smith, long of the Hollywood. . . . Peter Simon, head of Simon's Film Service plans retirement to less rigorous climates. . . . Vincent Pope has returned to the business heading the staff at the Circle in Dearborn. . . . District manager for Columbia, Carl Shalit and his wife have left for a European vacation. . . . Nathan Levine, Allied Artists local manager, has a new look in his office. A secretary named Loraine Cohen.

HARTFORD

A new \$125,000 drive-in theatre, with capacity for 815 cars, now being built at Meriden, Conn., will have a screen measuring 120 feet wide, believed to be one of the largest of its type in the country. Nick Kounaris and Paul Tolis, partners in the Kounaris and Tolis Theatres in Connecticut, are building the outdoor project, in the rear of their first-run Meriden theatre, Meriden, Conn. A July completion date is planned. . . . The E. M. Loew circuit's Hartford division is completing installation of 76-foot wide screens at the Hartford drive-in, Newington; Norwich-New London, Montville; Farmington, Farmington, all in Connecticut; and the Riverdale, West Springfield, Mass. George E. Landers, division manager, says a similar unit will be installed at the Milford (Conn.) drive-in, following extensive remodeling now under way.

INDIANAPOLIS

First run business is surprisingly good here in the second week of the transit strike. City officials have opened thousands of free off-street parking places in downtown parks. . . . The Cantor circuit complained to police that 25 to 40 speakers a week are being stolen from the Shadeland and Lafayette Road drive-in. . . . Sam Oshry, U-I branch manager, says the weekend of May 1 set an all-time billing record for the exchange. . . . Howard Castle, formerly with Ger-Bar, was nominated for state representative on the Democratic ticket in the May primaries. . . . Joseph W. Barr, general manager of the Williston circuit, was reelected treasurer of the Democratic county committee. . . . Ed Bigley, UA branch manager, attended a regional meeting in Chicago last week. . . . Bob Conn, 20th-Fox branch manager, is serving as handicapper for film row golfers. . . . The Princess, at Portland, and the Mars, Indianapolis sub run house, have closed for the summer. . . . The Pendleton Pike drive-in is installing a new screen, 100 by 48 feet.

JACKSONVILLE

Milton C. Moore was negotiating a new lease for the suburban Lake Shore theatre, Lake Shore. . . . Byron Cooper, veteran Plant City exhibitor, died of a heart attack. . . . Visiting Georgia exhibitors included Nat Williams, Jr., Thomasville; C. L. Jackson, Woodbine; and H. J. Wells, Kingsland. . . . Out-of-town Floridians were Paul Mize, Delray Beach; Harlow Land, Mayo; Sam

K. Strathos, Monticello; and Harry Gordon, Orlando. . . . Film Row welcomed Leonard Allen, who resumed his former post as southeastern publicity man for Paramount, upon the resignation of Everett Olsen, now in the exhibition field in South Carolina. . . . Cecil Cohen, owner of the Murray Hill theatre, reported success with the sale of five-cent bags of popcorn at kid shows. He said the sale of 10-cent bags did not drop. . . . Florida showmen were exploiting the fact that "The Creature From The Black Lagoon" was filmed at nearby Wakulla Springs.

KANSAS CITY

Many members of the industry in the Kansas-Missouri Theatre Association area will join with the Missouri-Illinois Theatre Owners members, St. Louis exchange area, in the regional parley-party May 18-20, at Arrowhead Lodge, Lake Ozark, Mo. The May board meeting of the Kansas-Missouri Theatre Association will be held there. . . . A change in plans for the proposed industry party sponsored by the Motion Picture Association of Greater Kansas City, required tentative cancellation of the date set, June 12. When the place and date are decided upon, further announcement will be made. . . . The city council of Kansas City, Mo., has authorized employment of a professional promotion manager for the Municipal Auditorium. . . . Fairyland amusement park opened May 8. . . . The Riverside and Crest drive-ins, and the Pines, near Excelsior Springs, Mo., join in offering a separate stage and screen show, with a large co-operative display advertisement.

LOS ANGELES

The Arizonian theatre in Tucson, operated by A. F. and R. L. Belcher, was totally destroyed by an explosion. Luckily the blast occurred at 3 a.m. in the morning, at a time when no one was in the building. . . . Harry Rush, manager of the Triple A, has resigned. . . . Mr. and Mrs. J. Y. Berman, president of the Berman Theatres, off to Europe on a three-month tour of the continent. . . . Harold Stetson was visiting his brother Al Stetson, who operates the West Coast, San Bernardino. . . . Replacing Harry Stern, who resigned, Gus Acosta appointed Art Burnham the Chicago manager for Azteca Films. . . . The Covina theatre in Covina has installed a wide screen. . . . Back from a vacation in Las Vegas was Max Laemmle, operator of the Los Feliz theatre. . . . Transferring from Glendale, where he managed the Fox West Coast's Gateway, Ed Winslow is the new manager of FWC's Fox in Santa Paula. . . . The United Artists Theatre have moved their offices from the Block Building on Westmoreland to their Egyptian Theatre Building. . . . After being without a theatre for the past two years, the city of Beaumont welcomed the opening of the Beaumont theatre by Harry Kunneiger. . . . Sam Klein, theatre broker, and wife celebrated their 25th wedding anniversary.

MIAMI

Vacation plans for Joe Perez, manager of the Circle, were in for a bit of rearrangement, when his car was struck and badly

(Continued on opposite page)

(Continued from opposite page)

damaged by a non-insured driver, recently. His assistant, A. R. Bollenbach, reported Joe luckily escaped injury. . . . Carl Jamroga, relief manager for Wometco, has started the summer circuit of vacation rotation, with first stop at the Miami to allow manager Tim Tyler to go back home to South Carolina. . . . From the Stewart and Everett theatres in North Carolina, Dewey Fuquay is now manager of the Coral. . . . Walter Klements, manager of the Mayfair Art, was host for the monthly meeting of the Symphony Club recently, with about 100 members in attendance. Klements also had a treat in store for the children of the visiting Kiwanians, when the theatre offered the youngsters a free show matinee. . . . The annual banquet of Wometco's "Old Guard" was held at the Algiers Hotel.

MILWAUKEE

John Mednikow, manager at National Screen Service here, is distributor for the Tushinsky lens. . . . There was some doubt whether Ray Trampe would ever get back to Milwaukee from New York City where Oliver and he attended the National Film Service and National Film Carriers Annual meeting at the Hotel Astor. Ray missed five planes, but finally made one. They also saw the Vistavision demonstration. . . . A big night is planned by Wisconsin Variety Club, tent 14, on June 3, when a dinner will be held for the Milwaukee Braves in the Fern Room at the Phister Hotel here. . . . Sig Goldberg, Wisconsin Allied president, and Harold Pearson, executive secretary, attended the North Central Allied convention in Minneapolis. . . . C. L. Baldwin is managing the Strand theatre in Oshkosh for Standard. His Gem theatre in Gillett is open part time.

MINNEAPOLIS

CinemaScope equipment and stereophonic sound have been installed in the Avon at Medford, Wis., and the Lake at Rib Lake, Wis. . . . Irving Marks, Allied Artists branch manager, was in Duluth on business. . . . O. E. Maxwell of Northwest Sound Service attended his nephew's wedding and vacationed in Mississippi. . . . Glenn Wood, Universal booker, is on jury duty. . . . A Minneapolis girl, Carol Weisman, will marry Bernard Briskin, son of Samuel Briskin, producer with Paramount studios, at a ceremony in Fullerton, Calif., May 23. . . . John Mowry is reopening the Time at Kenyon, Minn., on a new policy, including a wide screen presentation. . . . Joan Bruning, branch manager's secretary at National Screen, was married to James Bean. . . . Also recently married was Bud Krohn, head shipper at 20th-Fox. . . . Clara Higgins, assistant cashier at RKO, is hospitalized. . . . Robert Karatz, head of Arkay Amusement Co., has purchased the Meyers and Apollo theatres at Janesville, Wis. The Meyers is currently operating. The Apollo is shuttered and Karatz said he has no plans for reopening the house.

NEW ORLEANS

George Baillo, president and general manager of Southern Amusement Company, Lake Charles, La., was in to confer with branch manager, Lucas Conner, Warner

HONORING THE OLD GUARD



In recognition of 20 years' service with Wometco Theatres, three members of the "Old Guard" were presented gold watches at the annual banquet, held in the Algiers Hotel, Miami Beach. Pictured left to right are Col. Mitchell Wolfson, Paul Allen, artist, Stanley Stern, real estate, Frank Miller, maintenance, and Sidney Meyer, who made the presentation. Mr. Wolfson and Mr. Meyer own the chain of theatres and television station WTVJ. To be eligible to become a member of the Old Guard requires 7 years of employment. More than 11 per cent of the employees are members.

Bros. . . . William Cobb, head of a chain of theatres in Louisiana and president Exhibitor's Poster Exchange, is temporarily assisting Joy's Theatres Inc. in buying and booking of films. . . . T. G. "Teddy" Solomon, McComb, Miss., operator of a chain of drive-ins in Louisiana, Mississippi, Alabama and Florida, and Mike Ripps, of Do Drive-In Theatres, in Mobile, Ala., and Metairie, La., were in New York for 20th Century-Fox exhibitor meeting on the future of CinemaScope. . . . Dan Brandon, Transway's general manager, is back at his desk after attending business conferences in New York. . . . Logan Lewis, IFE representative, resigned. Henceforth the territory will be covered by John Jarvis and David Williams out of Atlanta. . . . Columbia Pictures' Joseph Hyams, special events department of the home office, New York, was in town.

OKLAHOMA CITY

The Skytrain theatre, Oklahoma City, has adopted a policy of having previews every Saturday night. Easy Duncan is manager. . . . Lewis Film Service, Inc., Wichita, Kan., has been granted a charter. Vern E. Gardner is resident agent. . . . Ken David, Coed theatre manager at Topeka, Kan., said the Coed may be closed and the building converted to some other business use. He said the College Hill neighborhood theatre, opened in 1937, has been hit by a drop in attendance and can't continue to operate at a loss. Mrs. Sarah Galitzki is owner. . . . Roy Rogers and Dale Evans will be in Oklahoma City to participate in the Junior League benefit horse show May 19-22. . . . R. Lewis Barton, has purchased the Capitol theatre from the Cooper Foundation. This is the 14th theatre in the Barton chain in Oklahoma City. Verrol Johnson is new manager of the Capitol.

OMAHA

Mr. and Mrs. Willard Hockman of Fair-

field, Neb., have purchased the theatre there from Hillis Hubbell. . . . Harold Dunn, Valentine exhibitor who recently underwent an operation in Omaha, was out of the hospital and visiting friends among the exchanges last week. . . . Jack Shwidelson, Allied Artist salesman, was called in from South Dakota when his son was taken to Children's Hospital for an emergency appendicitis operation. "Butch" Shwidelson, 8, is recovering satisfactorily. . . . Jack Sussman, Columbia salesman, was uninjured in a highway accident last week. . . . Mrs. Frank Hollingsworth, whose husband has the Holly theatre in Beatrice, is back home after an operation. . . . Bad weather hit drive-ins throughout the Iowa-Nebraska territory last week but no damage was reported. . . . Mrs. Esther Green, of FEPCO film advertising, gave a farewell party for Dr. Henry Ouellet, president of the French Alliance who will go to France as a Fulbright Scholar. . . . Dode Kosiut, former employee at Metro, where he was cashier, has announced plans to marry Alden Lincoln.

PHILADELPHIA

Plans for the two million dollar shopping center announced for suburban Paoli include the building of a theatre. . . . Paramount Decorating Company here is refurbishing and redecorating the Strand, Berwick, Pa. . . . The Star-Lite drive-in, Muncy, Pa., has been sold to Paul Shaffer, who owns the Locoming drive-in, Williamsport, Pa. Mil-

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(Continued from preceding page)
gram Theatres here is handling the buying and booking. . . . The Key drive-in near Harrisburg, Pa., reopened for the season with a policy admitting children under 12 free. . . . The Newmanstown, Pa., Fire Company leased the Joy, only theatre in the area, to Warren Trate, Florida movie exhibitor, who will operate the house on a seven-day a week basis. . . . Dave Rosen's independent film exchange is now handling the Jam Handy reels for John Goller. . . .

Iz Segall, veteran exhibitor here, announced the opening of a complete theatre service known as Theatre Management Associates. . . . Rube Shapiro, operating the Alden here, secured the eastern distributorship of the Zeiss motion picture projection lens, handling the area from eastern Canada down to Virginia. . . . Uptown Theatre Building, where Sam Stiefel operates the key neighborhood house, was sold by owner Donald Bean.

PITTSBURGH

"Beachhead" has replaced "Flame and the Flesh" on the Penn schedule, and "Indiscretions of an American Wife" will follow the current "River of No Return" at the J. P. Harris. . . . Dick Purvis, assistant manager of the now torn-down Ritz, has been transferred to Loew's Stillman in Cleveland. . . . The Navy claimed Bob Timko, chief-of-service in the Stanley. . . . The Fulton, now playing a re-issue of "The Best Years of Our Lives" will go CinemaScope again with "New Faces," to be followed by "Johnny Guitar." The same house also gets RKO's "The French Line." . . . The Stanley Warner Corp. has sold the Cambria theatre in

Johnstown to the Trans-America Theater Corp. of Washington, D. C. . . . The impending "Dial M for Murder" will play the Stanley in 3-D with most subsequent engagements planned in 2-D.

PORTLAND

W. Tebbetts has installed CinemaScope and stereophonic sound in his Laurelhurst theatre. More and more neighborhood houses are using the equipment. . . . Don Schramm, J. J. Parker city manager in Astoria, was in to confer with Tom Walsh. . . . Journal drama editor, Arnold Marks, flew to Denver for the opening of Rocky Mt. chain's Centre theatre. Also there was Evergreen's vice-president William Thedford. . . . Paramount branch manager Wayne Theriot returned to his desk after a business trip to the Seattle office. Paramount Field Man Walter Hoffman made the return trip with him. . . . Nancy Welch, assistant manager of the Guild and Century theatres, is back at work after a vacation in So. Calif.

PROVIDENCE

Boasting a new wide vision screen, E. M. Loew's drive-in theatre, at the Providence-Pawtucket city line, attracted good houses with Judy Holliday's "It Should Happen To You"; co-feature was "Drums Of Tahiti." . . . With near-summer temperatures prevailing, many open-air theatres unveiled their kiddie playlands for the season. . . . Michel Rosenberg, star of Yiddish stage and screen productions, will appear in person, heading an all-star cast, in "Mama's Happy," at the Veterans' Memorial Audi-

torium. . . . The much-opened-and-closed Metropolitan theatre offered the first local screening of Robert Mitchum and Jean Simmons in "She couldn't say no." Companion film was "Killers From Space."

TORONTO

Leading the Odeon Big Show Contest are the Hastings, Vancouver; Cremazie, Montreal, and Odeon, Fort William. Only manager to score a perfect 100 in the third week was Ray Resky, Broadway, Saskatoon. . . . Some 110,000 TV receivers were sold in Canada in the first three months of this year, with 40,000 being sold in the month of March alone. . . . Charlotte Cohen resigned as treasurer of Shae's while Pat Toban has replaced her. . . . Eddie Weisberg, Allied Artists booker, celebrated his first wedding anniversary May 3. . . . A delegation of Belleville theatre managers protested to the Parks Department against the holding of stock car races basing their objections on the fact that no municipal nor provincial seat taxes was paid by that group. Heading the delegation was George Forhan, Tom Mascaro and Willard Fawcett.

VANCOUVER

Charlie Doctor, manager of the Capitol theatre who won the Quigley award for showmanship for the second time, was given front page attention by Vancouver newspapers. . . . Sydney Summers, Orpheum stage manager, and Buck Taylor, maintenance manager of the Strand, are new members of FPCC 25-year club. The boys have been in local show business since 1908. . . . Ernest Doctor, assistant manager of the International-Cinema, hospitalized for minor surgery. . . . Harry Pearson, Jr., of North Vancouver, is the new president of local 118 stage hands union, with Sydney Summers, of the Orpheum, treasurer. . . . Jack Randall, former manager of the FPCC Strand and now a resident of California, is here on vacation looking up his many friends in show business. . . . Peter Myers 20th-Fox Canadian chief, also in for a look-see at CinemaScope situations. To date British Columbia has only five installations, compared to 50 situations in Washington state.

WASHINGTON

Variety Clubs International chief barker George Hoover has appointed Jake Flax, Republic branch manager, to serve as Variety's international representative covering Baltimore and Washington. . . . George Crouch, Stanley Warner zone manager, attended a home office meeting of executives and zone managers. . . . Edward Purcell, manager of the Virginia, Harrisonburg, Va. was given a gold watch for the best over-all job done in Stanley Warner Theatres during a recent drive. . . . Jack Fruchtman, Tent No. 11 chief barker, has made the following committee appointments: to head the golf tournament and dinner dance at the Woodmont Country Club, September 24: George A. Crouch, Sam Galanty and Albert W. Lewitt. To head the annual dinner dance at the Statler Hotel November 20, as well as the dinner dance program, Alvin Q. Ehrlich. . . . Victor J. Orsinger, former general manager of Lopert Washington theatres, and 1953 chief barker of the Variety Club of Washington, and Mrs. Orsinger are parents of a daughter—their sixth child.

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"What the Picture did for me"

Allied Artists

CLIPPED WINGS: Bowery Boys—A very good Bowery Boys picture which should please your weekend patrons. Plenty of laughs in it. Doubled with one of the Bomba Boy series. Played Friday, Saturday, April 9, 10.—James Hardy, Shoals Theatre, Shoals, Ind.

RIOT IN CELL BLOCK 11: Neville Brand, Leo Gordon—In spite of bad weather, this exciting picture did well above average business and was thoroughly enjoyed. Played Thursday, Friday, March 25, 26.—Daird Flexer, Magnolia Theatre, New Albany, Miss.

ROAR OF THE CROWD: Howard Duff, Helene Stanley—A very good racing picture which was well liked by everyone who saw it. Played Friday, Saturday, April 23, 24.—James Hardy, Shoals Theatre, Shoals, Ind.

WHISTLING HILLS: Johnny Mack Brown—Good little western. Wish that Allied Artists would sign Smiley Burnette for a series. Played Saturday, April 17.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

Columbia

CRUISIN' DOWN THE RIVER: Dick Haymes, Audrey Totter—Color musical that we played in combination with "War Arrow" (U), adding up to a fair midweek program. Our rating: Fair.—Played Tuesday, Wednesday, Thursday, April 13, 14, 15.—Pearce Parkhurst, Lansing Drive-In Theatre, Lansing, Mich.

Metro-Goldwyn-Mayer

AMERICAN IN PARIS, AN: Gene Kelly, Leslie Caron—Old, but it is still good and won six Academy Awards. We booked it in to reap the benefits of the recent Academy Awards. Weather was tough and we had to admit, so was business. Very good picture in our opinion. Played Tuesday, Wednesday, Thursday, April 20, 21, 22.—Pearce Parkhurst, Lansing Drive-In Theatre, Lansing, Mich.

LILI: Leslie Caron, Mel Ferrer—Everyone loved this one and we were happy to do average business at the box office. Played Monday, Tuesday, March 29, 30.—Daird Flexer, Magnolia Theatre, New Albany, Miss.

MILLION DOLLAR MERMAID: Esther Williams, Victor Mature—L. Esther Williams. 2 Victor Mature. 3 Technicolor. Total: All around good show. Lansing Drive-In rating: Good. Played Sunday, Monday, April 11, 12.—Pearce Parkhurst, Lansing Drive-In Theatre, Lansing, Mich.

SMALL TOWN GIRL: Jane Powell, Farley Granger—It's the type of film that patrons are sorry to see end. It's a fine MGM musical that was enjoyed by big houses here. Sakall is a favorite here. Hope MGM gives him more musicals to play in. Color, music and dancing tops. Bobby Van should do well in future. Can recommend this to all houses. Played Wednesday, Thursday, Friday, Saturday, April 28, 29, 30, May 1.—Dave S. Klein, Astra Theatre, Kitwe/Nkana, Northern Rhodesia, Africa.

STORY OF THREE LOVES, THE: All Star Cast—The fourth love was my cash register—packed to the top! It showed the house nearly full all nights except one. And how did we sell ballet to the miners? By stressing the third story for all we were worth. We went to town on the trapeze story and got them all in, and they admitted enjoying the ballet immensely. Personally, I loved the first and last. Bet MGM put in the mediocre second to give patrons a well-earned breathing space. Heartily recommend for all houses—it has something for everyone! Played Tuesday, Wednesday, Thursday, Friday, Saturday, April 13, 14, 15, 16, 17.—Dave S. Klein, Astra Theatre, Kitwe/Nkana, Northern Rhodesia, Africa.

Paramount

ARROWHEAD: Charlton Heston, Jack Palance—A

MOTION PICTURE HERALD, MAY 15, 1954

... the original exhibitors' reports department, established October 14, 1916. In it theatremen serve one another with information about the box office performance of product—providing a service of the exhibitor for the exhibitor. ADDRESS REPORTS, What the Picture Did for Me, Motion Picture Herald, Rockefeller Center, New York 20.

very good Indian picture which should please the average movie-goer. Heston and Palance at their best. Play it—you can't go wrong on this one. Did average business both nights. Played Sunday, Monday, April 4, 5.—James Hardy, Shoals Theatre, Shoals, Ind.

STALAG 17: William Holden, Don Taylor—Don't need any remarks on this picture—just play it and your patrons will do the commenting on it. This is one of the best pictures I have seen in a long time. Let's see more of Robert Strauss and Harvey Lembeck—they sure did their parts well. Played Sunday, Monday, April 11, 12.—James Hardy, Shoals Theatre, Shoals, Ind.

VANQUISHED, THE: John Payne, Jan Sterling—This is a slow-moving drama with not much action. I should have played it midweek. Pass it up if you can. Had a few walkouts on it. Just an average picture. Rural and small town patronage. Played Friday, Saturday, April 2, 3.—James Hardy, Shoals Theatre, Shoals, Ind.

RKO-Radio

BEAR COUNTRY: Tru-Life Adventures—Walt Disney—Walt Disney well deserves the 1953 Academy Award for the best two reel short subject. "Bear Country" is just that. Running time 33 minutes of pure entertainment. Orchids to you, Walt Disney.—Pearce Parkhurst, Lansing Drive-In Theatre, Lansing, Mich.

Republic

WOMAN OF THE NORTH COUNTRY: Rod Cameron, Ruth Hussey—We got the black and white version of this one. Photography was so poor and dark, many of our patrons asked us to put the house lights on so that they could see what was happening. However, I am sure if U.S.A. exhibitors have the Trucolor print, they ought to do average business with this one. It's quite entertaining. Played Sunday, Monday, April 18, 19.—Dave S. Klein, Astra Theatre, Kitwe/Nkana, Northern Rhodesia, Africa.

Twentieth Century-Fox

CITY OF BAD MEN: Jeanne Crain, Dale Robertson—Something different in westerns. Did above average business both nights. Played Sunday, Monday, April 25, 26.—James Hardy, Shoals Theatre, Shoals, Ind.

HALF PAST MIDNIGHT: Kent Taylor, Peggy Knudson—We played "Half Past Midnight" at half past midnight and got half past an average midnight spook show. Total: Half past fair. Played Saturday, April 17.—Pearce Parkhurst, Lansing Drive-In Theatre, Lansing, Mich.

PICKUP ON SOUTH STREET: Richard Widmark, Jean Peters—As only Fox can make them! Another excellent film on the same lines as "13 Rue Madeleine" and "House on 92nd Street." Fox does these films so well that no fault can be found, except perhaps with this one's title. Widmark is tops here—he adds prestige to his already fine record. I heartily recommend this film to all houses. Advertise it as the Fox entry to the Venice Film Festival that won acclaim. It will bring them in as it did in our situation.—Dave S. Klein, Astra Theatre, Kitwe/Nkana, Northern Rhodesia, Africa.

United Artists

I, THE JURY: Bill Elliott, Peggie Castle—Although we played to practically capacity houses, I personally

fail to see the attraction, except perhaps that millions have read Mickey Spillane. We had this one in the 2-D version. Story and continuity disjointed in this film. Patrons seemed to be disappointed—it was not quite like the book. Played Sunday, Monday, April 11, 12.—Dave S. Klein, Astra Theatre, Kitwe/Nkana, Northern Rhodesia, Africa.

Universal

BACK TO GOD'S COUNTRY: Rock Hudson, Steve Cochran—We played this picturization of James Oliver Curwood's story as the bottom half of our weekend bill—nuff said. We would rate it as fair. Played Friday, Saturday, April 23, 24.—Pearce Parkhurst, Lansing Drive-In Theatre, Lansing, Mich.

BORDER RIVER: Joel McCrea, Yvonne de Carlo—Another fair to middlin' outdoor Technicolor picture. Our rating: Fair. Played Friday, Saturday, April 16, 17.—Pearce Parkhurst, Lansing Drive-In Theatre, Lansing, Mich.

MA AND PA KETTLE AT HOME: Marjorie Main, Percy Kilbride—We hate to see Universal discontinue this wonderful small town series. Did a fine business and a large crowd had a fine time. Played Monday, Tuesday, March 15, 16.—Daird Flexer, Magnolia Theatre, New Albany, Miss.

WAR ARROW: Jeff Chandler, Maureen O'Hara—Another one of Universal's fine westerns. Drew very well both nights. Jeff Chandler is well received here! Beautiful color. Played Friday, Saturday, April 30, May 1.—James Hardy, Shoals Theatre, Shoals, Ind.

WAR ARROW: Jeff Chandler, Maureen O'Hara—The cast and the Technicolor helped what proved to be only a fair outdoor picture. We know you can do better than this, Universal. Lansing Drive-In rating: Fair. Played Tuesday, Wednesday, Thursday, April 13, 14, 15.—Pearce Parkhurst, Lansing Drive-In Theatre, Lansing, Mich.

Shorts

Metro-Goldwyn-Mayer

JERRY & JUMBO: Technicolor Cartoon—We haven't laughed like this for a long time!—Dave S. Klein, Astra Theatre, Kitwe/Nkana, Northern Rhodesia, Africa.

JOHANN MOUSE: Quimby Technicolor Cartoon—They did it again by winning another Oscar for the best color cartoon of 1952. One of the best Tom & Jerry shorts.—Pearce Parkhurst, Lansing Drive-In Theatre, Lansing, Mich.

TWO MOUSEKETEERS: Technicolor Cartoon—Oscar for the best cartoon of 1951! Top Tom & Jerry color short.—Pearce Parkhurst, Lansing Drive-In Theatre, Lansing, Mich.

RKO-Radio

LION AROUND: Walt Disney Cartoon—Good Donald Duck short.—W. R. Shepherd, Regent Cinema, South Shields, England.

Universal

BEHIND THE WALL: Variety View—This is an interesting short subject that was filmed at the Illinois State Prison. It shows the inside of the prison and different workshops that the prisoners maintain.—Mel Edelstein, Lybba Theatre, Hibbing, Minn.

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Benjamin H. Serkowich Dies; Former Publicity Director

Benjamin H. Serkowich, former newspaper man and then publicity director for some of the biggest companies in the motion picture business, died in New York May 8, at the age of 60. He had been from 1946 to 1949 director of advertising and publicity for Columbia, and from 1936 to 1946 publicity director for the Capitol theatre, New York. He recently had been in business for himself. He was a native of Peoria, Ill., and a veteran of newspapers in the midwest, and of the Associated Press and United Press. He entered the industry in 1919 as director of advertising and publicity for the Robinson Circuit in Illinois, which later became the Great States circuit. He also was with Balaban and Katz, then with Paramount Publix, and with RKO Radio Pic-

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BIG SAVINGS ON BIG SCREENS AT STAR! Write us! RCA rotary stabilizer Soundheads, rebuilt, \$395 pair; DeVry XDC Projectors, heavy bases, Suprex Lamphouses, Rectifiers, rebuilt, \$1495 pair; pair Strong 1kw. Lamphouses and Rectifiers, excellent condition, \$425; Ashcraft 70 ampere Lamphouses, rebuilt, \$489.50 pair; Motigraph Mirrophonic Sound System, dual amplifier, latest type, rebuilt, \$1150. What do you need? **STAR CINEMA SUPPLY**, 447 West 52nd St., New York 19.

DEVRY DUAL 35MM PROJECTION AND SOUND. Rebuilt like new, \$895. Send for DeVry Bulletin. Holmes dual outfits excellent condition, \$550. Time deals available. **S.O.S. CINEMA SUPPLY CORPORATION**, 602 W. 52nd Street, New York 19.

HELP WANTED

ARE YOU THE MAN WE WANT? MANAG-erial jobs open in growing drive-in circuit. Positions available in East Coast and Mid-West. 52-week deal with extras. The right men showing ambition and pride in their work can make a fine career with us. Write and we will arrange appointments. **SMITH MANAGEMENT CO.**, Attention Arnold Berger, 82 Newbury St., Boston, Mass.

TOP MANAGER FOR DRIVE-IN THEATRE in Maine. Salary \$125 per week. Year-round employment guaranteed. Write stating qualifications to **FRANCES W. HARDING**, 38 Church Street, Boston, Mass.

WANTED—THEATRE MANAGER FOR FIRST run, downtown, upper midwest metropolitan city (operated by small independent chain). Willing to pay good salary for a first class manager capable of doing all exploitation and handling staff. Please state qualifications and salary expected. All replies confidential. **BOX 2790, MOTION PICTURE HERALD.**

tures, and RKO Theatres, and then again with Balaban and Katz. He leaves three brothers, Jules, David, and Hyman, and two sisters, Carrie and Hannah.

Walter E. Kline

Walter E. Kline, 61, Hollywood public relations counselor, died May 8 at his home in Bel-Air, Cal. Mr. Kline established his business in the film center in 1918. His widow, Jean, son, Walter, and daughter, Mrs. Betty Grady, survive.

Legion of Decency Reviews Three Films

Three films have been reviewed and classified this week by the National Legion of Decency. They are "Johnny Dark," termed unobjectionable for general patronage; "Star of India," morally unobjectionable for

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adults; and "Flame and the Flesh," which the Legion says is morally objectionable in part for all because of "suggestive situations and dialogue" and because it tends "to condone immoral actions."

Bell And Howell Has New CinemaScope Lens Campaign

A new sales campaign to sell the standard cylindrical type CinemaScope lenses was announced this week by Bell & Howell. The campaign stresses the recent price reductions. It will comprise advertisements in theatre trade papers and will be supplemented by direct mail technical and other information to theatre owners and equipment dealers. It is being handled by the Chicago office, aided by district managers in 48 states and other offices in Hollywood, New York, and Washington.

Managers' Round Table



An International Association of Motion Picture Showmen—Walter Brooks, Director

Appreciation to Walter Reade for Pertinent Remarks

WE'VE traveled the convention circuit, but seldom heard a more inspiring speech at an exhibitor's meeting, across the country, than was given by Walter Reade, Jr., at the Quigley Awards judging and luncheon. He spoke for showmen, as a showman, and if he carries the same message to other meetings, as president of Theatre Owners of America, he will do more for showmanship than has been done from the dais, in our hearing. Conventions are usually devoted to exhibitor complaints, and the word "showmanship" is never mentioned.

He asked his audience of home office executives and industry leaders in New York for greater encouragement in the effort to obtain showmanship, and urged that all kinds of media should be the basis of increased advertising and promotion at the local level. He lauded the Quigley Awards Competition as having accomplished more in keeping theatre managers in the field thinking of showmanship than any other single factor in the industry over the past 20 years. He pointed to examples to show a comparative lack of interest in showmen's problems, in other contests in the trade.

He cited the fact that too few exhibitors have taken advantage of the distributor's willingness to share advertising costs on a 50/50 basis, and said that their cooperation was generally better than the response. One major company offered free 24-sheets to all who would apply for them, with only a few replies. He asked that every form of advertising be explored to meet the inroads of new competition, and said: "No matter how tough things get, the advertising budget should never be cut."

He praised the AMPA School of Showmanship, which he has strongly supported in the metropolitan area, and said we are not making the manager's job glamorous enough to attract new men—in fact, we are losing some of our trained men to other lines of business. Salary and security offered are not enough to compete with present-day merchandising opportunities along Main Street. He spoke for our side, and he put it on the

MR. FILM INDUSTRY

Walter Reade, Jr., in his excellent address at the Quigley Awards luncheon last week, paid special tribute to the theatre manager, and spoke of him as "Mr. Industry" at the point of sale. He gently chided the industry leaders present for not devoting enough attention to the solid showmen at the most strategic position in this industry—the box office line. We were gratified to hear such an expression of confidence in our members of the Managers' Round Table, on the fighting front.

"The theatre manager," he said, "is the greatest potential public relations asset this industry has. The most significant trend in the whole field of public relations is the grass roots approach." He felt that community relations are most essential—"and what better agent do we have to handle this matter than the theatre manager?" He stated that "our theatre managers may well be the answer to our industry's basic public relations problem" and urged that the maximum benefit be derived from the sort of community activities which the manager may originate or encourage at the local level, where he is in direct contact with the public.

We've long known that in thousands of situations, the manager of the neighborhood theatre is the most important figure in film industry, to his patrons and friends. If the manager is a true showman, his public will look to him for news of motion pictures, and be guided by his opinions and expressions of what's right in our industry.

line with the type of circuit executives who can and who will reflect on the new importance of the theatre manager, at the point of sale.

We propose to discuss some phases of his address in a continuing series of editorials on the matter of incentive and security offered to good showmen.

NEWSWEEK, in the current issue, devotes its front cover and a fine inside story, to the new MGM picture, "Executive Suite"—which it headlines, "Hollywood Discovers the U. S. Business Story" in a review extending over five pages, with pictures. We have always credited Tom Wenning, long-time movie editor of NEWSWEEK, for the manner in which this magazine of news significance has reviewed films, with a measure of honesty not so often discernible in the press. The film, incidentally, is now in its first week at the Radio City Music Hall, and attracting crowds who will go out and talk about it. We predict that "Executive Suite" will have more and better word-of-mouth advertising than any picture seen in recent months.

THANKS to Leon Bamberger, for handing us the excellent piece from the Cities Service magazine—"The Indispensable You"—which you'll find on another page in this week's Round Table. It exactly fits the need for expression of the theatre manager's place in public relations, and is worth reading and remembering, although we must admit that the phrase, "Public relations is YOU" was first suggested by Mr. D. J. Goodlatte, managing director of the Associated British Cinemas, Ltd., in a brochure prepared for the managers of his 400-odd theatres, and duly reviewed and appreciated in a Round Table meeting of a couple of years ago. Doug Ewin, who was just here on his prize-winning trip to New York, is an example of the kind of showmen they raise in England on the ABC's of showmanship.

SLOW MUSIC, please, for the passing of the Center Theatre, in Rockefeller Center. It's the newest theatre in New York City—and one of the most modern, and most beautiful theatres in America. But it falls to the wreckers this week, overtaken by the fact that the real estate it occupies is more valuable for other purposes.—Walter Brooks



Lively Antics Out In Front

LIVELY imaginations, these, that conjure up such lively promotions at the box office line. And they stimulate a lively tingle on the ticket machines, to prove that managers who think in these terms, cash in with their deposits at the bank, accordingly. It's a pleasure to compliment live managers, with facilities functioning for better grosses.



Cracking whip for "Southwest Passage" at the Rialto theatre, Atlanta, these Georgia belles add lively touch to world premiere of United Artists feature; next in line, Art Stanisch, manager of Switow's Kentucky theatre, Louisville, with a lobby game for "Red Garters"; then John Brunette, manager of the Studio theatre, San Jose, California, introduces his "Gypsy Colt" promotion for the MGM picture, with a bold cowboy riding right up to the box office. This was a studio stunt, arranged on tour for MGM customers in a lot of places, with Capt. Volney Phifer, who knows his way about, acting as escort for the black colt who captivated audiences both in and out of the theatre.



This girl is surely "captivated" if not captured by the convincing character who's selling "Phantom of the Rue Morgue" at the Stanley theatre in Newark. She doesn't appear to be at all frightened at the prospect of a phantom such as this.



The staff of the Malco theatre in Memphis pitched in to help with the pitch for Universal's "Fireman Save My Child" using a slightly miniature fire truck and costumes borrowed for the ride, from nearby Hose Company No. 2. Above, two concessions-counter cuties, the cashier, and two assistant managers all having fun with the promotion.

Reade Starts 2nd Vacation Movie Series

For the second summer, Walter Reade Theatres in New York and New Jersey towns will play the annual Vacation Movie shows for children, under official school and Parent-Teacher Association sponsorship. Starting in June, the series adopted from the format developed by Fox Midwest Theatres, will be presented in Red Bank, Freehold, Perth Amboy, Plainfield, Asbury Park, Morristown and Long Branch, in New Jersey, and in Kingston, and Saratoga Springs, in New York.

Under the program, twelve special shows are offered, one a week, to the children, for \$1.00 for the series, or about 8 cents per show. Pictures are selected by local school officials from the Child Film Library lists. The Parent-Teacher Association handles the sale of the \$1.00 strip tickets in the schools, and also furnishes their members to help care for the youngsters at each show.

Mr. Reade says the wonderful public and community relations that accrued from last year have made it easy to organize the series again. The schools, and the PTA, were waiting for the theatre manager, and in some cases where the ticket sales had been barred last year, permission was immediately granted this time. The audience is also waiting, with tickets paid for in advance, to insure a capacity house, twelve times over, with no further advertising or exploitation necessary to sell tickets.

Promotes Greyhound Trip To New York from Kentucky

John W. Godfroy, manager of the Paramount theatre, Ashland, Ky., promoted a free vacation trip via Greyhound Bus Lines for two people, to New York and Washington, for winners in a lucky contest which he conducted in cooperation with the Ashland Daily Independent. The trip lasted a week, with all expenses paid, and the publicity accruing included newspaper, radio, poster displays, etc., all at no expense to the theatre. The promotion manager of Atlantic Greyhound in Charleston said he was so pleased with the result that they would do it elsewhere. Lots of theatres down the line that could use Greyhound cooperation in similar deals.

W. S. Samuels Now at the Texas Theatre, Dallas

W. S. Samuels, wizard of the rotogravure herald which he creates himself is now with the Texas theatre, Dallas, where he will show his style for Rowley United Oak Cliff Theatres, operating nine houses under the direction of J. A. Callahan. "Buster" Samuels has attracted attention in the Round Table, and with such experts as Irving Mack, with his paste-up roto ideas.

Showmen in Action

Universal is going to reissue two of their previous Glenn Miller hits—"Orchestra Wives" and "Sun Valley Serenade"—to capitalize on the terrific success of "The Glenn Miller Story" now knocking them dead in countless situations.

J. J. Lafave, manager of the Capitol theatre, Windsor, Ont., sends a color photograph of his nice Holy Week lobby display, so well done, in such good taste, to augment his continuing campaign, "Come to Church This Sunday."

Loew's Theatres out of town are going all out for MGM's "Executive Suite"—which is getting more advertising from satisfied customers than any recent picture to play the circuit.

Jimmie Thames reports exceptional cooperation from the Arkansas Gazette, which carries the "Prince Valiant" cartoon strip in Little Rock, and came through with extraordinary support for the new CinemaScope picture playing at the Capitol theatre.

John G. Corbett, manager of Schine's Glove theatre, Gloversville, N. Y., has something for teen-agers in his special disc-jockey record session, aimed their way and dedicated to what they like best in music, and movies.

Nice note of exploitation received from the manager of the Century theatre, Bonnyville, Alberta, who types everything but his own name, and we can't read his signature!

Jack A. Farr, long-time member of the Round Table, and manager of the Trail Drive-In theatre, Houston, Texas, was in town for the Fox CinemaScope meeting, and a welcome visitor.

Karl Fresick, publicist for Loew's State and Orpheum theatres, had a girl depositing nickels in parking meters, with the card "Just in case your overtime is the 'Indiscretion of an American Wife' the management of Loew's Theatres has paid your nickel—."

Jack Pardes, manager of Walter Reade's Park theatre, Morristown, N. J., had himself "mugged"—in the fashion of the police photographer in Morris County Jail—as advertising for "Riot In Cell Block 11."

John DiBenedetto, manager of Loew's Poli theatre, Worcester, Mass., writes that he is proud to be a citation winner in the 1st Quarter of the Quigley Awards, and sends a newspaper picture of the Loew's Poli Softballers, of which he is coach.

Bernie Depa, manager of Schine's Strand theatre, Lexington, Ky., pulled quite a coup when he promoted a 52-piece set of Rogers Silverware, presented to a lucky patron as a "Mother's Day" gift. The set was on display to lure the ladies.

Richard D. Empey, manager of the Granada theatre, Duluth, Minn., submits the outline of two of his recent campaigns, on "Rose Marie" and "Prince Valiant" in which radio and television promotion were prominent.



Dallas is deluged with entries in a sponsored "Heidi" contest. Frank Starrs, advertising and publicity head for Interstate Theatres, center above, examining more than 5,000 replies in the record response for a coloring contest, done cooperatively by the circuit and the Dallas "Times Herald." Winners will receive a free 10-day trip to Switzerland. Helping to sort drawings are Jimmy Goff, assistant manager of the Tower theatre, and Francis Barr, publicist.

Theatre Clubs Adopt Orphans As "Little Boy Lost" Plays Canada

Jim Cameron, Famous Players' Lakehead supervisor at Fort William, Ontario, brings heartwarming news of the phenomenal success of the Foster Parents Adoption Plan, originally outlined in the Round Table, which he launched in Canada with the first playdates of Bing Crosby's "Little Boy Lost" at the Lyceum theatre, Port Arthur, Ontario, and the Royal theatre, Fort William. Other houses of the Famous Players-Canadian circuit will follow this good example, with the blessing of John J. Fitzgibbons, president of the circuit, and James R. Nairn, advertising and publicity director.

Orphans Befriended

Two little Korean boys, one eight years old, and the other thirteen years old, have been "adopted"—in a financial and human interest sense by the children's clubs of the two theatres. The manager of the Lyceum is Ken Keehn, with Frank Sabatini at the Royal, but both are "Uncles"—along with "Uncle" Jim Cameron, who started this interesting affair as a regular feature of the "Recess Time" programs in his area. As an aside, he says he treats this "Uncle" business very seriously, for you can't fool the kiddies—and they won't kid you. It may sound a little corny to some, but the rewards are great for doing the right thing. You can't lose—when you play fair.

Jim Cameron says this plan for "adopting" Korean boys has had a wonderful newspaper response, and he sends tear sheets to show how the local papers gave the idea front page stories, several times repeated, as the plan went into effect. It takes hold of their heart-strings, and parents like it as well as the children. Jim remarks that some parents haven't wanted their youngsters to join the "noisy brats" at the usual morning show, but this is different.

It Gets Back Home

One thing that happened is worth special attention in this Round Table story. The small girl, two and a half years old, on "Uncle Jim's" lap in the adjoining photograph, has just sung "Jesus Wants Me for a Sunbeam" as her contribution to the program. You can imagine what this was like in the theatre, but what you can't imagine is the reaction with the listening audience! There were plenty of cheers, in the theatre, and tears, back home—and plenty of parents who called and told "Uncle Jim" of how much they liked this feature, and how convinced they were of the charm and wholesome appeal of the "adoption" plan as an interest for their children.

Support of the Korean boys cost each club \$3.75 per week, \$15.00 per month, and it is understood that the children must earn the money they put in each week, as their contributions. The winner of the contest for



The little girl sitting on "Uncle Jim" Cameron's knee, in the photo above, has just sung "Jesus Wants Me for a Sunbeam", as part of the Recess Time Club program at the Lyceum theatre, Port Arthur, Ont., and raised havoc with the hearts of the listening audience on the radio hook-up. Below, the club formation outside of the Capitol theatre, Fort William, waiting to see Bing Crosby's "Little Boy Lost."

the most original way to earn his small share gets a silver dollar. Of course, Famous Players guarantees the total amounts involved, but as Jim says, this doesn't actually matter, for "If we were to worry too much about this, it would be phony and wouldn't ring true with the children themselves. As it is, they get along fine, and think they are carrying the responsibility, as indeed they are, for all practical, and spiritual, purposes."

There hasn't been time enough to get any letters back from Korea, but photos of the two boys have arrived at the theatres, and

have been printed in the newspapers, and posted on the Club's bulletin board. The youngest is a bright child, and anxious to go to school—wants to be a general when he grows up, for in the eyes of little Korean boys, all generals are heroes. The older lad is "a fine young boy, honest and persevering in whatever he starts to do." He will send his drawings to his little friends at the Lyceum theatre in part payment of what they are doing for him. Both of the children, of good families, have lost all through the Communist invasion of their country. Now they have 500 new-found friends.

"J. C." Gets Recess For The Summer

"Julius Caesar"—MGM's gangster picture to end all gangster pictures—is taking a summer vacation, effective after the current 250 first-runs and subsequent-runs in the same areas are played off. The picture has completed an 11 month first-run in New York, and goes into Loew's neighborhood houses to wind up a very merry month of May at the box office. In purely scholastic fashion, it suspends for the summer with the closing of school—but this is no high-brow picture, we're frank to tell you. That is, not entirely—schools may help but this is an exciting picture!

"The longer I'm in this business, the less I know about it"—so Oscar Doob, in charge of special promotions for MGM, quotes an exhibitor. "I never thought I'd live long enough to see a Shakespearean film become a mass-appeal, box-office hit." He was merely voicing the amazement of many other exhibitors, and some producers, too. "Julius Caesar" started off as "an artistic masterpiece"—"a cultural triumph"—but it remained to develop into a mass attraction that has them standing, and cheering, in the aisles. What is so rare as a class picture with mass appeal?

Booking the picture slowly, MGM has experimented in a variety of situations, both large and small. Now, they will capitalize on what they've learned, with the general release of the multi-starred film this Fall. After school re-opens, but you can believe it, the school approach is a come-on, to obtain support for a political gangster film, with murder as the motive, and Shakespeare writing the punch lines.

"Julius Caesar" Contest In Greater New York

More than 50 independent and circuit theatre owners and managers were offered the opportunity to contend for prizes given by MGM for the best campaigns on "Julius Caesar" as used in New York City, when the picture begins its subsequent runs in local theatres, starting May 15th and extending through June. The details were outlined by Arthur Canton, eastern divisional press representative, to members of the Century circuit, the Randfore theatres, the Skouras theatres, and the Walter Reade circuit, all of which will play the picture concurrently. All independent circuits, as well as managers of the RKO circuit are eligible. Loew's theatres will not be included in the contest.

Art Cauley, manager of the Paramount theatre, Petersboro, Canada, had an interesting "doll contest" which was suggested by the CinemaScope short film "Dancers of the Deep," running with "Hell and High Water"—with local championship girl swimmers to promote interest.

BY BERTON BRALEY

THE INDISPENSABLE YOU

*PUBLIC RELATIONS is not just the art of
Putting a message across;
Public Relations is something you're part of
Either for profit or loss,
You, in your job, are the firm's emissary,
All that you say and you do
Counts — plus or minus — with Tom, Dick and Harry,
Public Relations is — YOU!*

*MILLIONS that go into winning the people's
Confidence, friendship, good will,
You can knock higher than several steeples
If you're a grouch and a pill.
You put the blessing, or you put the curse on all
Planning and policy too,
Public Relations is private and personal,
Public Relations is YOU!*

*IT IS BY YOU that the customer judges
You give the Public its slant,
You're the promoter of grins or of grudges,
It's the impression you plant
That'll decide if your firm's reputation's
Proved by performance, all through;
Public Relations is private relations,
Public Relations is YOU!*

Through the courtesy and thoughtfulness of Leon J. Bamberger, sales promotion manager for RKO Pictures, and good friend of the Round Table, we are given the opportunity to reprint this excellent and very practical poem by Berton Braley, from the current issue of SERVICE, a publication of Cities Service Company, with the permission of Robert I. Marshall, in charge of business development for that company. It fits our business, as well as his, and conforms to Leon Bamberger's conception of the substantial duties of a theatre manager. Cities Service is one of our neighbors along Main Street.

Statesville Co-Ed Has Good Showman's Stunts

R. E. Agle, general manager of Statesville Theatre Corporation, Boone, N. C., keeps us posted on the showmanship ideas of his good managers, of both sexes, and this week, his report is devoted to Miss Helen Johnson, manager of the State theatre, Statesville, who uses her native ingenuity. She promoted "The Eddie Cantor Story," using white cotton gloves she bought from a local "mortuary"—as good a source as any. She also used that big "Banjo Eyes" mask, made from a pressbook mat, and distributed free balloons to youngsters. Advance ticket sale was at the high school.

For "The Glenn Miller Story" Miss Johnson had the full schedule, with everything on the beam. She had a substantial theatre front display, a full page cooperative newspaper ad, a contest with more than 500 replies received, and a radio campaign on a local station.

**ALWAYS
GOOD!
ALWAYS
ON TIME!**

**TELL YOUR PATRONS
ABOUT IT WITH A
FILMACK
TRAILER**

1227 S. Wabash - Chicago, Ill. 630 Ninth Ave. - New York, N. Y.

WEEKLY Report

... Timely news supplementing the special monthly department covering all phases of refreshment service.



INCREASED OUTPUT SEEN FOR "DIME" CANDY BARS

IN THE months to come theatre operators, along with other distributors of candy, can expect to find available on the market less and less of the small-size or "nickel" bars and specialties and more and more of the "ten-cent" or larger varieties. This trend toward replacement of the small bars with larger, which has been developing for some time within the candy industry, gained added impetus last week with the announcement that the price of cocoa beans had jumped to a record high of 63c per pound and a report that many candy manufacturers are taking definite steps to raise the prices on all products in their lines.

The plans of manufacturers to upgrade their prices was revealed by the publication *Candy Industry* following a survey it took of the leaders in the field. Such tactics, the trade paper said, "appear to be the only answer in the manufacturer's desire and effort to turn the tide of reduced sales and diminishing profits."

Foremost among the reasons for the reduced profits in candy is, of course, the sharp rise in cocoa bean prices, which in turn has been brought on by a shortage in the supply. According to a report in the *New York Times* of May 10th, disease and blights have damaged the crop in British West Africa, which supplies more than 50% of the world's cocoa beans; while drought has cut the yield in Brazil, which accounts for more than 15%.

Although production has not been reduced, the *Times* report further states, consumption has increased. "During 1952 and 1953," it is revealed, "the demand for cocoa exceeded output, reducing the carry-over from former years. Now, with European purchases increasing and American demand at least holding steady, the shortages are pronounced."

In meeting this problem candy manufacturers have three major alternatives, as the *Times* further points out: They can raise their prices, reduce the size of the product or turn to substitute flavorings. It has been reported in the past that many manufacturers believe that reducing the size of the "nickel" bar would not be an answer and that the only alternative is to concentrate on "dime" bars which can be produced at a profit.

As for raising prices, *Candy Industry* reports that this will now be applied primarily to those candy specialties selling between 10c and 50c. For these products, the publication states, emphasis will be placed on "better quality" also.

In regard to a substitute many candy firms are now experimenting with or already using a chocolate-like coating, which employs a small amount of cocoa mixed with a hydrogenated vegetable oil.

One of the companies reporting the development of cheaper substitutes with a "suitable flavor," is the Blumenthal Brothers Chocolate Company of Philadelphia, according to the *Times*. It has tested a milk-flavored compound on consumers, and this coating costs the concern about half the price of regular chocolate.

Whatever the ultimate solution to the chocolate problem settled on by the candy firms, one fact seems assured for the theatre operator: he will find more and more large-size candy bars on the market and less and less of the "nickel" size.

THEATRE REPRESENTATIVES

The appointment of two representatives to serve the theatre trade, Ben Newman and Jerry Weissman, has been announced by the Lucy Lynne Chocolate Company, Brooklyn, N. Y., manufacturers of "Wash-

ington Cordial Cherries" and other candies. Mr. Newman was sales manager for Mason, Au & Magenheimer Confectionery for 25 years, and Mr. Weissman was sales manager for the Huylers Co. previously.

NEW FOUNTAINETTE UNIT

A fountainette equipped with two lever-action pumps and four fruit wells has been added to its line of fountain and food service accessories by Helmco, Inc., Chicago. Catalogued as "Model 204," the unit is made of satin finish stainless steel.

BRM also means Better Recognition for Managers

Get your light from under that bushel by qualifying for Special Merit Awards in better refreshment merchandising — and gain nationwide recognition.

Send in reports indicating how you are promoting business, improving stand service and appearance, displaying products more effectively. Include photos and any other pertinent material.

Published reports will be credited to the contributor and will qualify for citations. Citation holders are eligible as entrants for the annual Special Merit Award judging.

Send in as many reports as you desire from time to time. Address them to: The Editor, Better Refreshment Merchandising Dept., Motion Picture Herald.

The Product Digest

Magnificent Obsession

U-I—Lloyd C. Douglas

(Color by Technicolor)

There is heard a deal of talk about so-called "women's pictures" and "old hokum" as basic story ingredients and the like, but in essence there is nothing about these qualities in an item of entertainment that is detrimental to box office power. In fact, in this particular instance, these factors of emotional appeal most decidedly enhance the box office potential of the film.

There is for the showman a high order of sales value in the origin of the story, the novel by Lloyd C. Douglas, which has had over the years an enormous following, and which, in the earlier film version years ago, was most successful. This most recent version should be no less income-producing for exhibitor and producer.

Added to the strong value of the title and the Douglas name are high quality performances and name values, especially in the work of Jane Wyman, and secondarily in the performances of Rock Hudson, the young newcomer Barbara Rush, Agnes Moorehead and Otto Kruger. There is, as a matter of fact, no weakness in the cast. The hands in the pie of screen development in this case were facile and expert hands: Robert Blees prepared the screenplay, and Wells Root the adaptation, from the novel by Douglas and apparently the original screenplay material by Sarah Y. Mason and Victor Heerman.

In his direction, Douglas Sirk kept unremittingly to what may be described as the "pay-off" line of emotional appeal, and who is there to say it has not and does not and will not pay off in the highest terms. Of equal importance in providing an item of entertainment salability is the extremely high quality of the production mounting which has been provided by Ross Hunter, who produced. Not a little of this value-factor is the result of the use of beautiful color by Technicolor. The settings are most effective and the scenic effects in the several instances where the story lends itself, are superb.

In the well known story, Hudson, playboy millionaire, is saved by use of an inhalator when he crashes in his power boat, but the lack of that inhalator causes the death of Miss Wyman's husband, a beloved doctor and head of a small hospital. When the wilful Hudson meets Miss Wyman and falls in love with her, he learns the facts and his offer of money for the hospital is refused. Later when he accidentally falls in with Kruger, painter and friend of the late doctor, Hudson learns of that formula for living which made the life of the doctor so notable: selfless help for others. In an accident which is partly his fault, Miss Wyman is stricken blind.

In her inability to see, Hudson becomes the object of Miss Wyman's love. When she leaves for Europe and an operation, Hudson reenters medical school and seeks to follow the formula of the late doctor. When he follows to Europe, Miss Wyman acknowledges her love and agrees to marry him despite knowing his identity. Then with her nurse, Miss Moorehead, she disappears, despite his effort to find her. The climax comes when an operation by him eventually saves her life in a remote western desert clinic. The promise of restored sight ends the film with their impending marriage. Miss Rush is good and effective in a secondary romance as the step-daughter of Miss Wyman.

Reviewed at special theatre screening in New York. Reviewer's Rating: Excellent.—CHARLES S. AARONSON.

Release date, August, 1954. Running time, 108 minutes. PCA No. 16853. General audience classification. Helen Phillips Jane Wyman
Bob Merrick Rock Hudson
Joyce Phillips Barbara Rush
Nancy Ashford Agnes Moorehead
Randolph Otto Kruger
Gregg Palmer, Sara Shane, Paul Cavanagh, Judy Nugent, George Lynn, Richard H. Cutting, Robert B. Williams, Will White, Helen Kleeb

Three Coins in the Fountain

20th Century-Fox—Romantic Adventure in CinemaScope

(Color by Deluxe)

A romantic adventure comedy concerning three American girls in Italy is told against the enticing backgrounds of Rome and Venice in "Three Coins in the Fountain." It is obvious that fond care was lavished on the picture, and its overall effect is one of diverting charm. This, combined with a large, imposing cast, easily puts the picture in the ranks of the year's superior entertainments. Director Jean Negulesco has done a dexterous job of blending striking backgrounds with an engaging story. Indeed should the picture ever fail to fascinate as a comedy drama it can always compel as a travelogue.

Actually the structure of John Patrick's screenplay is as simple as boy meets girl, loses girl, wins girl—done in triplicate. The three American girls working in Rome are Dorothy McGuire, Jean Peters and Maggie McNamara. Miss McGuire is the secretary to a noted American novelist, scalpel-tongued Clifton Webb. She for years has worshipped him but he seemed blissfully unaware of it until she decided to return to America. Presto! A proposal from him. But then he learns he has but a year to live and decides to back out.

Miss McNamara casts her line in the direction of a wealthy Italian playboy, Louis Jourdan. Her pursuit of him becomes a great tactical maneuver in which she learns all about his likes and cleverly pretends to share his enthusiasms. He too pops the proposal, but upon learning of Miss McNamara's sly deceptions, recoils from marriage. Finally there is Miss Peters who is in love with a handsome Italian translator, Rossano Brazzi, but occupational difficulties and poverty seem to sever their relationship.

Thus the three girls who have won their boys, also have lost them. It takes a little busy activity by Webb, acting as a guardian angel, to bring about the triple reunion.

Sol C. Siegel's production opens with a panoramic view of Rome accompanied by an offstage vocal rendition of the title song by Frank Sinatra. The film's title is derived from a legend which says that those who toss a coin into the Fountain of Trevi and wish to return to Rome, will have their wish granted.

It is to the credit of all involved that the production creates a beguiling mood and sweeps one into its orbit. Acting is outstanding. A final word might be uttered once again about

the special aptitude of CinemaScope for catching landscapes with breathtaking effect.

Seen at the home office. Reviewer's Rating: Excellent.—MANDEL HERBSTMAN.

Release date, June, 1954. Running time, 102 minutes. PCA No. 16697. General audience classification. Shadwell Clifton Webb
Miss Frances Dorothy McGuire
Anita Jean Peters
Prince Dino Di Cessi Louis Jourdan
Maggie McNamara, Rossano Brazzi, Howard St. John, Kathryn Givney, Cathleen Nesbitt, Vicente Padula, Mario Siletti, Alberto Morin, Dino Bolognese, Tony De Mario, Jack Mattis, Willard Waterman, Renata Vanni, Gino Corrado

Men of the Fighting Lady

MGM—Carrier in Korean Water

(Ansco Color—Print by Technicolor)

A tale of Navy carrier pilots in Korean waters is told in fine cinematic terms in "Men of the Fighting Lady." It's a simple tale enhanced by the honesty of its script and outstanding quality of its photography, much of it actual combat footage. In spirit it is a direct and honorable successor to its namesake, "The Fighting Lady," the much applauded documentary having to do with an aircraft carrier in Pacific water during World War II.

Exploitation-wise, "Men of the Fighting Lady" has the advantage of a highly competent professional cast headed by Van Johnson, Walter Pidgeon, Dewey Martin and Keenan Wynn. It's to the credit of director Andrew Marton and producer Henry Berman that they remain professionals in the best sense of the word and never become slick performers. The screenplay is an amalgamation of two factual accounts of the Korean war, one being "The Forgotten Heroes of Korea," by James Michener (also author of "Tales of the South Pacific"), and the second "The Case of the Blind Pilot," by Commander Harry A. Burns, USN.

The story concentrates on the fortunes of three pilots, Johnson, Martin and Wynn, under the command of squadron leader Frank Lovejoy, detailing with laudable economy the tensions and boredom of fighting a war that is not a war, simply a police action. Most of the film's running is spent in the air, presenting as graphic a series of scenes of jet air war that have yet been seen hereabouts. The climax is a moving and suspenseful account of how one pilot shepherds back to the carrier (and lands him safely) another pilot who has been blinded by flak. There is in this sequence a true measure of soaring inspiration, both in the photography and in the score by Miklos Rozsa.

Each of the principals acquits himself with honor, as do the members of the supporting cast, including Louis Calhern, as James Michener, to whom flight surgeon Pidgeon relates the events which make up the film. Art Cohn did the concise screenplay. Highlights of the film are the aforementioned battle scenes and those which document with fascinating detail the work involved in getting a jet squadron airborne and back to the carrier without loss of life and limb. It's some job, anyway you look at it.

Seen at the Criterion, New York, where a Friday morning audience held attention throughout. Reviewer's Rating: Excellent.—VINCENT CANBY.

Release date, June 11, 1954. Running time, 80 minutes. General audience classification. Lt. (JG) Howard Thayer Van Johnson
Comdr. Kent Dowling Walter Pidgeon
James A. Michener Louis Calhern
Ens. Kenneth Schechter Dewey Martin
Keenan Wynn, Frank Lovejoy, Robert Horton, Bert Freed, Lewis Martin, George Cooper, Dick Simmons

SHOWMEN'S REVIEWS SHORT SUBJECTS CHART THE RELEASE CHART THE COMPANY CHART

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COLUMBIA

ALL-STAR COMEDIES

5416	Love's a Poppin' (10)	8-11-53	1938
5411	Oh, Say Can You Sue (10)	8-10-53	2007
5412	A Hunting They Did Go (10 1/2)	10-20-53	2103
5413	Down The Hatch (17 1/2)	11-26-53	2135
5414	Daggle in the Bedroom (10 1/2)	1-7-54	2207
5415	Tooting Tooters (17)	5-11-54	2207
5416	Two April Fools (7)	6-17-54	2239

ANIMAL CALVADACE

5858	Grayhound Capers (8 1/2)	7-30-53	1983
5854	Three Big Bears (7)	8-27-53	2007

ASSORTED FAVORITES

5421	Wife Dessy (17)	9-17-53	2071
5422	Silly Billy (18)	10-22-53	2103
5423	Stripes of the Party (18)	12-17-53	2135
5424	Oh, Baby (18)	2-11-54	2207
5425	Two Nuts in a Nut (18)	3-11-54	2239
5426	She Snoops to Conquer (17 1/2)	4-29-54	2239

CANDID MICROPHONE

5555	Candid Microphone No. 5 (10)	6-11-53	1999
5551	Candid Microphone No. 1 (10)	9-10-53	2047
5552	Candid Microphone No. 2 (12)	10-10-53	2135
5553	Candid Microphone No. 3 (12)	11-10-53	2135
5554	C. M. No. 4 (10)	3-18-54	2239
5555	C. M. No. 5 (10)	5-20-54	2239

COLOR FAVORITES

5613	Mother Hen's Holiday (7)	8-10-53	1987
5614	The Dream Kids (7 1/2)	7-9-53	1959
5615	The Rocky Road to Ruin (8 1/2)	8-6-53	2007
5616	Carnival Coverage (7)	9-3-53	2023
5617	Fiesta Time (7 1/2)	10-8-53	2087
5618	Room and Bored (7)	11-5-53	2103
5619	Boy, Gun, & Birds (7 1/2)	11-26-53	2135
5620	Skeleton Frolic (7 1/2)	12-17-53	2135
5621	Tree For Two (7 1/2)	1-7-54	2207
5622	Way Down Yonder in the Corn (7)	2-28-54	2237
5623	The Egg Yoke (7 1/2)	3-31-54	2247
5624	Way of All Pests (7 1/2)	4-15-54	2257
5625	Amoozin' But Confuzzin' (8)	4-29-54	2267
5626	A Cat, A Mouse, & A Bell (7)	5-13-54	2277
5627	Disillusioned Bluebird (7)	5-27-54	2287

COMEDY FAVORITES

5436	Hot Water (10 1/2)	7-16-53	1967
5437	Half Shot at Sunrise (10)	10-15-53	2047
5438	Meet Mr. Mischief (17 1/2)	11-12-53	2103
5439	Love At First Fright (10)	1-14-54	2207
5440	Get Along Little Hubby (10)	2-25-54	2215
5441	Slapfully Married (10 1/2)	3-4-54	2239

MR. MAGOO

5704	Magoo's Masterpiece (7)	7-30-53	1983
5701	Magoo Slept Here (7)	11-19-53	2095
5702	Magoo Goes Skiing (7)	3-11-54	2135

MUSIC TO REMEMBER

3751	The Polovetsian Dances (9 1/2)	1-28-54	2254
3752	Nutcracker Suite (9 1/2)	1-28-54	2254
3753	Piano Concerto in B-Flat Minor (10)	1-28-54	2254
3754	Poor Gypsy Suite (9 1/2)	1-28-54	2254
3755	1812 Overture (11)	1-28-54	2254
3756	Swan Lake Ballet (10)	1-28-54	2254

SCREEN SNAPSHOTS

5859	Hollywood's Pair of Jacks (10 1/2)	6-18-53	1935
5860	Out West in Hollywood (10 1/2)	7-23-53	1967
5861	Hollywood Stuntmen (10 1/2)	9-17-53	2047
5862	Hollywood Laugh Parade (10-22-53)	10-22-53	2103
5863	Men of the West (10)	11-19-53	2095
5864	Myd's Great Entertainers (10 1/2)	12-24-53	2207
5865	Memories in Uniform (10 1/2)	1-2-54	2101
5866	Hollywood Stars To Remember (10 1/2)	2-25-54	2215

For information on short subjects turn to the Product Digest Section pages indicated by the numbers which follow the titles and release dates in the listing. Numerals in parentheses next to titles represent running time as supplied by the distributor. (R) Indicates a reissue.

M-G-M TECHNICOLOR

CARTOONS

W-445	T. V. of Tomorrow (7)	6-6-53	1887
W-446	Wee-Willie Wildcat (7)	6-20-53	2023
W-531	Just Ducky (7)	9-5-53	2007
W-532	Half Pint Palomino (7)	9-26-53	2095
W-533	Two Little Indians (7)	10-17-53	2073
W-534	Life With Tom (8)	11-21-53	2073

STOOGIE COMEDIES

6440	Pardon My Backfire (10)	8-15-53	2007
6401	Rip, Saw and Sizzle (17)	8-5-53	2071
6402	Bubble Trouble (10 1/2)	10-8-53	2031
6403	Goof on the Roof (10 1/2)	12-3-53	2135
6404	Income Tax Sappy (10 1/2)	2-4-54	2191
6405	Sooty (20)	3-18-54	2239
6406	Pardon My Backfire (10)	4-15-54	2207
6407	Musty Musketeers (16)	5-13-54	2239
6408	Pals and Gals (17)	6-3-54	2239

THRILLS OF MUSIC

5956	Shorty Sherack & Orch. (8 1/2)	6-4-53	1935
5951	Georgia Towne & Orch. (10)	8-24-53	2095
5952	Boyd Bachman & Orch. (11)	11-26-53	2135
5953	Claude Thornhill & Orch. (11)	12-24-53	2239
5954	Manchito & Orch. (10 1/2)	2-4-54	2239
5955	Charlie Barnet & Orch. (10 1/2)	4-1-54	2239
5956	Sketch Henderson & Orch. (10)	6-3-54	2239

TOPNOTCHERS

5961	Beyond the Frontier (10)	6-11-53	1959
5962	This is Versailles (10 1/2)	8-23-53	1963
5961	Canine Climbers (10)	4-15-54	2239
5962	Push Back The Edge (10)	5-27-54	2239

U.P.A. CARTOON SPECIALS

5969	Gerald McBoing-McBoing's Symphony (7 1/2)	7-15-53	1767
5970	A Unicorn in the Garden (7)	9-24-53	2095
5971	Tell Tale Heart (8)	Special	2095
5972	Bringing Up Mother (7)	1-14-54	2207
5973	Ballet-Dee (7 1/2)	2-11-54	2207
5974	Man on the Flying Trapeze (7)	4-8-54	2239
5975	Fudget's Budget (7)	6-17-54	2239

WORLD OF SPORTS

5808	Billiard and Bowling Champs (9 1/2)	6-18-53	1967
5809	Dude Ranch Sports (9 1/2)	7-23-53	1969
5810	Assault and Mat-Tory (9 1/2)	8-24-53	2081
5811	Hockey Thrills and Spills (9 1/2)	10-13-53	2065
5812	Snow Speedsters (10 1/2)	11-12-53	2095
5813	Battling Big Fish (11)	12-17-53	2191
5814	Gardens Down Uruguay Way (10)	2-18-54	2239
5815	Tea Magic (10)	2-18-54	2239
5816	Racquet Wizards (9)	4-22-54	2239
5817	World Soccer Champions (10)	5-20-54	2239
5818	Diving Calvacade (10)	6-24-54	2239

SERIALS

6120	The Great Adventures of Captain Kidd (10)	9-17-53	2047
6140	Jungle Raiders (10)	12-31-53	2135
6160	Gunfighters of the Northwest (10)	4-15-54	2239

M-G-M

FITZPATRICK TRAVEL TALKS

T-417	Delightful Denmark (8)	6-27-53	1927
T-418	Copenhagen, City of Towers (9)	7-18-53	2031
T-511	Seeing Spain (8)	10-17-53	2067

GOLD MEDAL REPRINT CARTOONS

W-466	Flirty Birdy (7)	7-4-53	2023
W-561	Swingshift Cinderella (8)	10-3-53	2015
W-562	Springtime For Thomas (8)	11-7-53	2015
W-563	Bear That Couldn't Sleep (9)	12-5-53	2095

M-G-M TECHNICOLOR

CARTOONS

W-445	T. V. of Tomorrow (7)	6-6-53	1887
W-446	Wee-Willie Wildcat (7)	6-20-53	2023
W-531	Just Ducky (7)	9-5-53	2007
W-532	Half Pint Palomino (7)	9-26-53	2095
W-533	Two Little Indians (7)	10-17-53	2073
W-534	Life With Tom (8)	11-21-53	2073

PETE SMITH SPECIALTIES

S-459	Dogs 'N' Ducks (10)	6-27-53	1950
S-460	Ancient Cures (8)	7-11-53	1950
S-551	It Would Serve 'Em Right (10)	9-12-53	2007
S-552	This is Living? (9)	10-10-53	2007
S-553	Landlording It (9)	11-7-53	2063
S-554	Things We Can Do Without (9)	12-5-53	2047
S-555	Film Antics (8)	1-2-54	2023
S-556	Fish Tales (8)	3-12-54	2023
S-557	Do Someone A Favor (8)	4-10-54	2023
S-558	Out For Fun (10)	5-8-54	2229

PROPHECIES OF NOSTRADAMUS

R-422	Let's Ask Nostradamus (10)	6-6-53	1935
R-423	Nostradamus & The Queen (10)	6-29-53	2023

PARAMOUNT

CARTOON CHAMPION

S13-2	The Enchanted Square (10)	10-2-53	2207
S13-3	Chinese Bureaucracy (7)	10-2-53	2207
S13-4	Stupidities Cat (7)	10-2-53	2207
S13-5	Much Ado About Mutton (8)	10-2-53	2215
S13-6	Naughty But Nice (7)	10-2-53	2239

CASPER

D12-5	By the Old Mill Stream (7)	7-3-53	1950
D12-6	Little Bo Peep (7)	8-28-53	1999
D13-1	De Or Diet (7)	10-16-53	2015
D13-2	Boys and Saddles (7)	12-23-53	2135
D13-3	Boo Woon (3D) (8)	1-1-54	2215
D13-4	Zero the Hero (7)	3-26-54	2215
D13-5	Casper Genie (7)	5-28-54	2276

FEATURETTES

All 27 Minutes	"Calling Scotland Yard" (5:55)	4-54	2254
5351	Javness Dagger (5:55)	4-54	2254
5352	Falstaff's Fur Coat (5:55)	4-54	2254
5353	The Missing Passenger (5:55)	4-54	2254
5354	The Final Twist (5:55)	4-54	2254
5355	The Sable Scarf (5:55)	4-54	2254
5356	Present for a Bride (5:55)	4-54	2254

HEADLINER CHAMPION

A13-1	Tuna (9)	10-2-53	2087
A13-2	Timber Athletics (9)	10-2-53	2073
A13-3	Try & Catch Me (9)	10-2-53	2095
A13-4	Who's Who in Animal Land (10)	10-2-53	2095
A-13-5	Bundle From Brazil (10)	10-2-53	2111
A-13-6	Brands & Brands (9)	10-2-53	2135

HERMAN AND KATNIP

H12-4	Drinks on the Mouse (7)	8-28-53	1999
H13-1	Northwest Mouse (7)	12-18-53	2095
H13-2	Surf & Sound (7)	3-5-54	2215
H13-3	Of Mice and Menace (7)	6-25-54	2215

KARTUNES

X12-4	Aero-Nuttes (7)	5-9-53	1871
X12-5	Invention Convention (7)	8-19-53	194
X12-6	No Place Like Rome (7)	7-31-53	196

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NOVELTOON

P12-5	Better Bait Than Newer (7)	6-5-53	1871
P12-6	Surf Bored (7)	7-17-53	1967
P13-1	Huey's Ducky Daddy (7)	11-29-53	2111
P13-2	The Soapstone Court (7)	1-29-54	2191
P13-3	Crazy Town (7)	3-12-54	2239
P13-4	Hair Today, Gone Tomorrow (7)	4-16-54	2239
P13-5	Candy Cabaret (7)	6-11-54	2239

PACEMAKERS

K12-6	Hurricane Hunters (10)	8-7-53	1999
K13-1	Spirit of Seventy (9)	10-2-53	2063
K13-2	Society Man (10)	12-25-53	2135
K13-3	Room That Flies (10)	3-26-54	2239
K13-4	What's Wrong Here? (10)	4-30-54	2239
K13-5	Million Dollars Playground (10)	5-7-54	2239

POPEYE

E12-7	Baby Wants a Battle (5)	7-24-53	1959
E12-8	Fireman's Bravado (6)	8-21-53	1999
E13-1	The Ace of Spades (3D) (7)	10-2-53	2023
E13-2	Shaving Mugs (6)	10-9-53	2031
E13-3	Floor Flusher (6)	1-1-54	2159
E13-4	20th Anniversary (6)	4-2-54	2239
E13-5	Taxi-Turvy (6)	6-4-54	2239

GRANTLAND RICE SPORTLIGHTS

R12-9	Green Mountain Speedsters (10)	6-5-53	1959
R12-10	Flying Horseshoes (9)	6-12-53	1967
R12-11	Wee Water Wonders (9)	7-10-53	1959
R12-12	Collegeville Circus Champs (9)	8-14-53	1983
R13-1	Rocky Mountain River Thrills (9)	10-2-53	2031
R13-2	Mother Was A Champ (9)	11-6-53	2103
R13-3	Chooching Canines (9)	11-13-53	2103
R13-4	Rough Riders' Youngsters (9)	12-4-53	2103
R13-5	Water Swimphy (9)	12-18-53	2159
R13-6	Angling for Thrills (9)	1-22-54	2191
R13-7	Kids on a Springboard	2-26-54	2215
R13-8	Riding the Glades (9)	3-12-54	2271
R13-9	Rough Tumble Stick Games (10)	4-30-54	...

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EDGAR KENNEDY SERIES				20th CENTURY-FOX				EARTH AND ITS PEOPLES				FEATURETTES			
(Reissues)				LEW LEHR				(2-Reeler)				"CLASSICS OF THE SCREEN"			
43,501	Unlucky Dog (15)	8-7-53	1087	(Reissues)				8369	British Trade and Industry (21)	6-15-53	1967	9106	Looking at Life (28)	7-18-53	1969
43,502	Trouble or Nothing (18)	8-14-53	1963	9361	Sea Food Mamas (8)	8-53		8370	Farmer-Fisherman (21)	7-13-53	1967	1101	Minstrel Days (20)	9-26-53	1999
43,503	Wall Street Blues (17)	8-4-53		9362	Grunters & Greeners (18)	7-53		8371	Lumber States (21)	8-10-53	1963	1102	They Were Champions (20)	2-23-54	2215
43,504	Motor Mania (18)	8-18-53	2073	SEE IT HAPPEN				8372	Mountain Farmers (20)	9-3-53	2031	1103	Spills For Thrills (20)	11-21-53	2096
43,505	Do or Diet (18)	10-2-53	2031	(Movietone)				8373	Adobe Village (19)	10-5-53	2031	1104	This Wonderful World (20)	4-3-54	
43,506	Heading for Trouble (18)	10-16-53	2047	6303	Kamikaze (10)	7-53	1967	LANTZ TECH. CARTUNES				JOE McDOAKES COMEDY			
MICKEY MOUSE BIRTHDAY				6304	Impact of Tragedy (10)	10-53	2095	8326	Operation Sawdust (8)	6-15-53	1935	9406	So You Love Your Dog (10)	10-31-53	
CARTOONS				6305	Calamity Strikes (9)	11-53	2073	8327	The Flying Turtle (6)	6-29-53	1959	1401	So You Think You Can't Sleep (10)	10-31-53	2047
(Technicolor)				6306	Focus on Fate (10)	12-53	2159	8328	Wrestling Wrecks (6)	7-20-53	1959	1402	So You Want To Be an Actor (10)	11-18-53	2135
(Reissues)				6401	Accent on Courage (10)	2-54	2255	8329	Maw & Paw (6)	8-10-53	1999	1403	So You're Having Neighbor Trouble (7)	2-30-54	2215
44,801	Mickey's Birthday Party (8)	8-14-53		SPECIAL				8330	Belle Boys (6)	8-14-53	1963	1404	So You Want to Be Your Own Boss (10)	3-13-54	
44,802	The Pointer (8)	8-21-53		(CinemaScope) (Color)				8331	Maw & Paw in Plywood Panic (6)	9-28-53	2167	MELODY MASTER BAND			
44,803	Tiger Trouble (7)	8-28-53		7401	Coronation Parade (7 1/2)	11-53		8332	Hot Noon (8)	10-12-53		(Reissues)			
44,804	Mitty Minnies (7)	9-14-53		7403	Vesuvius Express (16)	12-53	2135	8333	Hot Noon (8)	10-12-53		9805	Vincent Lopez & Orh. (R)	8-6-53	1935
44,805	Mr. Mouse Takes a Trip (8)	9-11-53		7404	Finale of Tchaikovsky's Symphony #4 (6)	12-53	2159	8334	Chilly Willy (6)	12-21-53	2135	9806	Spade Cooley Band (10)	8-22-53	1999
44,806	The Whalers (8)	9-18-53		7402	Dancers of the Deep (7)	1-54	2191	8335	Socks in Morocco (8)	1-18-54	2167	1801	Don Arnez & Band (10)	10-10-53	2063
MARQUEE MUSICALS				7405	Prince Igor (7 1/2)	2-54	2191	8336	A Horse's Tale (6)	2-15-54	2215	1802	Hai Kemp & Orh. (10)	11-14-53	2095
Two For The Record				7406	Tournament of the Roses (18)	2-54	2255	8337	Alley to Ball (6)	3-15-54	2255	1803	Rhythm of the Rhumba (10)	1-2-54	2207
MY PAL				7407	New Venezuela (10 1/2)	3-54	2255	8338	Dig That Dog (6)	4-12-54	2255	1804	Songs of the Range (10)	2-27-54	2255
(Re-releases)				7408	Haydn's Farewell Symphony	3-54		LANTZ TECH. CARTUNES				MERRIE MELODIES AND LOONEY TUNES			
43,201	My Pal with Flame (22)	8-7-53	1967	7409	Day on a Jet Aircraft Carrier	4-54		(Reissues)				(Color)			
43,202	Pal's Adventure (20)	9-4-53		7410	Multiple Plane Concerto	5-54		9351	Smoked Hams (8 1/2)	2-22-54	2271	9717	There Auto Be a Law (7)	8-6-53	1935
RKO PATHE SPECIAL				7411	Stunt Pilot	5-54		9352	One Cool Bird (6 1/2)	3-29-54	2276	9718	Tom-Tom Tomcat (7)	8-27-53	1967
43,101	Shark Killers (15)	10-2-53	2031	7412	Stephen Foster Medley	6-54		9353	Well Oiled (6 1/2)	4-26-54		9719	Wild Over You (7)	7-11-53	1967
43,102	This Little League (15)	10-30-53	2103	7413	Valley of the Nile	6-54		MUSICAL FEATURETTES				9720	Duck Dodgers in the 24th Century (7)	7-28-53	1967
43,103	Madie Stripling (20)	12-18-53	2159	SPORT SHOW				8307	Muscle on the Double (18)	5-28-53	1847	9721	Plop Goes the Weasel (7)	8-22-53	1999
43,104	Taming The Crippler (16)	3-26-54		3302	Football Roundup (8)	6-53	1966	8308	Surprising Suzie (15)	7-3-53	1999	9722	Cat-Tails for Two (7)	8-28-53	1963
SCREENLINERS				3303	Morning Light (9)	7-53	1966	8309	Camp Jamboree (18)	10-8-53	2073	1701	Street Cat Named Sylvester (7)	9-5-53	1999
44,201	Running the Red Blockade	9-18-53	2073	3304	Unusual Sports (8)	10-53	2095	8310	Dorsey Bros. Encore (16)	10-22-53	2167	1702	Zippling Along (7)	9-19-53	1999
44,202	Herring Hunt (10)	10-16-53	2047	3305	Laurentian Sports Holiday (9)	10-53	2095	9301	2-D! Carnival in April (18)	11-53	2159	1703	Easy Peckins (7)	10-17-53	2031
44,203	Laughs of Yesterday (8)	11-13-53	2095	3306	Golden Glover (8)	12-53	2159	9302	David Rose & His Orh. (15 1/2)	12-24-54	2135	1704	Catty Corners (7)	10-31-53	2073
44,204	Ocean to Ocean (8)	12-11-53	2133	TERRYTOONS				9303	Hawaiian Nights (17)	1-22-54	2135	1705	Of Rice and Hen (7)	11-18-53	2111
44,205	Report on Kashmir (10)	1-8-54	2159	(Color)				9304	Jimmy Wakely's Jamboree (16)	2-26-54	2239	1706	Cats A-weigh (7)	11-28-53	2095
44,206	Fire Fighters (8)	2-5-54		(All 7 Minutes)				9305	Rhythm & Rhyme (15)	4-23-54	2255	1707	Punch Trunk (7)	12-19-53	2111
44,207	Golden Gate (8)	3-5-54	2239	5312	Hot Rods (7)	6-53	1831	8100-3D	Morgan's Orh. (18)	6-53	1959	1708	Dog Pounders (7)	1-2-54	2207
44,208	Mission Ship (11)	4-2-54		5313	Ten Pin Terrors (7)	6-53	1799	3-D SPECIAL				1709	I Gopher You (7)	2-3-54	2215
44,209	Black Power (7)	4-30-54		5314	The Orphan Egg (7)	6-53	1962	(Musical Featurette)				1710	Falline Frame-Up (7)	2-13-54	2239
SPORTSCOPES				5315	Friday the 13th (7)	7-53	1959	8311-2D	Nat "King" Cole & Ross			1711	Wild Fire (17)	2-20-54	2255
43,301	Ben Hogan (8)	9-4-53	1983	5316	When Househood Wal In Flower (7)	7-53	1959	8100-3D	Morgan's Orh. (18)	6-53	1959	1712	No Barking (7)	2-27-54	2276
44,302	Bat Boy (6)	10-2-53	2023	5317	Open House (7)	8-53	1959	TWO-REEL SPECIALS				1713	Design For Leaving (7)	3-27-54	
44,303	Best in Show (8)	10-30-53	2108	5318	Bargains Daze (7)	8-53	1959	8202	Landscape of Silence (17)	10-25-53	2159	1714	The Cat's-Bab (7)	3-20-54	
44,304	Wild Birds Wingling (8)	11-27-53	2103	5319	Sparky, the Firefly (7)	9-53	1959	9201	Perils of the Forest (17)	2-14-54	2207	1715	Bull-Hoppy (7)	4-17-54	
44,305	Summer Sensations (8)	12-25-53	2111	5320	Mouse Menace (7)	9-53	1959	VARIETY VIEWS				SPECIALS			
44,306	Railbird's Album (8)	1-22-54	2159	5321	The Reluctant Pup (7)	10-53	1967	8343	Bolivar Bonanza (9)	9-7-53	1983	(Technicolor)			
44,307	Golfing with Demarest (8)	2-12-54		5322	How to Keep Cool (7)	10-53	1967	8344	Behind the Wall (10)	9-24-53	1983	9006	Where the Trade Winds Play (20)	7-4-53	1958
44,308	Dog Scents (8)	3-19-54	2239	5323	The Timid Scarecrow (7)	11-53	1963	8347	Rip Van Winkle Returns (10)	10-5-53	2047	1001	Gone Fishin' (20)	8-12-53	1963
44,309	International Road Race (8)			5324	Log Rollers (7)	11-53	2095	8348	Fun for All (9)	10-19-53	2063	1002	Romance of Louisiana (18)	10-10-53	2031
44,310	Leather & Leather (8)			5325	Spare the Rod (7)	12-53	2103	8349	Byways to Broadway (8)		2047	1003	North of the Sahara (20)	11-7-53	2111
SPECIALS COLOR				5401	Runaway Mouse (7)	1-54	2111	9342	Bow River Valley (9)	1-4-54	2167	1004	Don't Forget To Write (20)	12-5-53	2111
43,001	Holiday Island (15)	8-14-53	2015	5402	How to Relax (7)	1-54	2111	9343	Brooklyn Goes To Chicago (9 1/2)	2-22-54	2167	1005	Winter Paradise (20)	1-9-54	2207
44,401	Motor Rhythm (3D)	9-18-53	2023	5403	Helicopter (R)	1-54		9344	Old Glory (7)	9-12-53	1963	1006	Hold Your Horses (20)	2-6-54	2239
44,501	Motor Rhythm (2D) (8)	9-18-53		5404	Blind Date (7)	2-54	2207	9345	Walky, Talky Hawky (7)	10-17-53	2063	1007	Monroe Doctrine (20)	3-6-54	2271
43,601	Pecos Bill (25)	2-19-54		5405	Nonsense Neuroed (7)	2-54	2207	9346	Birth of a Nation (7)	11-7-53	2111	1008	Continental Holiday (20)	4-10-54	
TRU-LIFE ADVENTURES				5406	Much Ado About Nothing (R)	2-54		9347	Eager Beaver (7)	11-28-53	2103	SPORTS PARADE			
(Disney-Color)				5407	Helpless Hippo (7)	3-54	2159	9348	Scout-Imental Over You (7)	12-26-53	2138	(Technicolor)			
43,301	Prowlers of the Everglades (32)	8-14-53	1999	5408	Pet Problems (7)	3-54	2159	9349	Of Fox & Hounds (7)	2-6-54	2239	9508	Desert Killer (10)	6-27-53	1966
TWO REEL SPECIALS				5409	Frog & The Princess (R)	3-54		9350	Roughly Squeaking (7)	2-27-54	2271	9509	Ride a White Horse (16)	7-25-53	1966
43,901	Football Headliners	12-11-53	2135	5410	Prescription for Percy (7)	4-54	2191	9351	Gag Antics (7)	4-24-54		9510	Danish Sport Delight (10)	8-15-53	2007
43,801	Basketball Headliners	4-10-54		5411	Satisfied Customers (7)	4-54		9352	Brooklyn Goes To Chicago (9 1/2)	2-22-54	2167	1501	Royal Mounties (10)	9-19-53	1962
RAY WHITLEY				5412	Wreck of The Hesperus (R)	4-54		WARNER BROS.				1502	Sea Sports of Tahiti (10)	10-24-53	2063
(Re-Releases)				5413	Tall Tale Teller	5-54		BLUE RIBBON HIT PARADE				1503	Born To Ski (10)	2-16-54	2215
43,401	A Western Welcome (18)	8-21-53	1966	5414	A Tattle Teller	5-54		(Color) (Reissues)				1504	Arabians in the Rockies (10)	12-12-53	2111
43,402	Rhythm Wranglers (18)	9-18-53	2073	5415	Ghost Town	5-54		9310	Mighty Hunters (7)	6-13-53	1935	1505	When Fish Fight (10)	2-20-54	2235
WALT DISNEY CARTOONS				5416	Dr. Mary E. Walker (Andrea King)		1615	9311	The Fighting 69th (7)	7-11-53	1959	1506	Heart of a Champion (10)	3-20-54	
(Color)				5417	Joseph C. Rodriguez (Larry Crane)		1631	9312	Sniffles Takes a Trip (7)	8-1-53	1967	1507	Carnival in Rio (10)	4-27-54	
34,110	Father's Week-End (7)	6-29-53	1959	5418	Wreck of The Hesperus (R)	4-54		9313	Wacky Wild Life (7)	8-20-53	1963	VITAPHONE VARIETIES			
34,111	How to Dance (6)	7-11-53	1963	5419	Tall Tale Teller	5-54		9314	Old Glory (7)	9-12-53	1963	9666	Head Over Heels (10)	8-20-53	1949
34,112	The New Neighbor (7)	8-1-53	2023	5420	Arctile Rivals	5-54		9315	Walky, Talky Hawky (7)	10-17-53	2063	9667	Spirit of West Point (10)	8-9-53	2007
44,101	Football (Now & Then) (7)	10-2-53	2103	5421	Ghost Town	5-54		9316	Birth of a Nation (7)	11-7-53	2111	1601	Hit 'Im Again (10)	9-5-53	1983
44,102	Working for Peanuts (7)	10-25-53	2073	SPECIAL				9317	Eager Beaver (7)	11-28-53	2103	1602	Say It with Solina (10)	10-24-53	2045
44,103	How to Sleep (7)	10-13-53	2095	Royal Symphony (C)	(26) (Blank)		9318	Scout-Imental Over You (7)	12-26-53	2138	1603	Magie Movie Moments (10)	12-26-53	2139
44,104	How to Sleep (7)	10-13-53	2125	Medal of Honor	(All 28 minutes)		9319	Of Fox & Hounds (7)	2-6-54	2239	1604	I Remember When (10)	4-3-54	
44,105	Canvass Bank Dunk (7)	12-25-53	2111	Julius Langbein (Doc Pollack)		1618	9320	Roughly Squeaking (7)	2-27-54	2271	MISCELLANEOUS			
44,106	International Road Race (8)	1-18-54	2159	Richmond Pearson Hobson (Steve Brody)		1631	9321	Gag Antics (7)	4-24-54		2015	Toot, Whistle, Plunk & Boom (10)	12-12-53	2111
44,107	Donals's Diary (7)	3-5-54		Dr. Mary E. Walker (Andrea King)		1615	9322	Brooklyn Goes To Chicago (9 1/2)	2-22-54	2167	2023	Bag & Me (18)	12-12-53	2111
44,108	The Lone Chipmunks	2-28-54		Joseph C. Rodriguez (Larry Crane)		1631	9323	Brooklyn Goes To Chicago (9 1/2)	2-22-54	2167	2023	Bag & Me (18)	12-12-53	2111
44,109	Dragon Around	3-19-54		Wreck of The Hesperus (R)	4-54		9324	Brooklyn Goes To Chicago (9 1/2)	2-22-54	2167	2023	Bag & Me (18)	12-12-53	2111
44,110	Dragon Around	3-19-54		Tall Tale Teller	5-54		9325	Brooklyn Goes To Chicago (9 1/2)	2-22-54	2167	2023	Bag & Me (18)	12-12-53	2111
44,111	The Social Error	4-30-54		Arctile Rivals	5-54		9326	Brooklyn Goes To Chicago (9 1/2)	2-22-54	2167	2023	Bag & Me (18)	12-12-53	2111

THE RELEASE CHART

Index to Reviews and Advance Synopses, with Ratings

Release dates and running time are furnished as soon as available. Advance dates are tentative and subject to change. Running times are the official times supplied by the distributor.

All page numbers in this chart refer to pages in the PRODUCT DIGEST SECTION.

Short Subjects Chart May 15, 1954, page 2294.

Features by Company May 15, 1954, page 2301.

Color pictures designated by (c).

*Following a title indicates a Box Office Champion.

All features listed, except CinemaScope (CS in chart), foreign product and reissues, are intended for either standard screen aspect ratio or wide screen.

Picture ratings under National Groups are estimates by leading women's organizations and national review committees; A—Adults (over 18 years), M—Mature Young People, Y—Youths (ages 12 to 18), F—Family. Legion of Decency Ratings: A-1, Unobjectionable; A-2, Unobjectionable for Adults; B, Objectionable in part for all; C, Condemned.

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED (S)=synopsis		Nat'l Groups	RATINGS		Herald Review
				Issue	Page		L. of D.		
A									
About Mrs. Leslie	Para.	Shirley Booth-Robert Ryan	Not Set	104m	May 1	2278	A	B	Good
Act of Love	UA	Kirk Douglas-Dany Robin	Mar., '54	108m	Dec. 19	2109	AM	B	Very Good
Actress, The (403)	MGM	Spencer Tracy-Jean Simmons	Sept. 25, '53	90m	Aug. 8	1941	AY	A-2	Excellent
Adventures of Robinson Crusoe (c)	UA	Dan O'Herlihy-James Fernandez	Apr., '54						
Affair in Monte Carlo (Brit.) (c) (5307)	AA	Merle Oberon-Richard Todd	Sept., '53	74m	Sept. 19	1998			Good
Alaska Seas (5313)	Para.	Robert Ryan-Jan Sterling	Jan., '54	78m	Jan. 23	2158	AY	A-2	Good
All-American (333)	Univ.	Tony Curtis-Lori Nelson	Oct., '53	83m	July 25	1925	F	A-1	Very Good
All the Brothers Were Valiant (c) (407)*	MGM	Robert Taylor-Ann Blyth	Nov. 13, '53	101m	Oct. 17	2029	AM	A-2	Excellent
Angels One Five (Brit.)	Stratford	Jack Hawkins-Michael Denison	May, '54	98m	May 8	2285			Good
Annapurna (c)	Mayer-Kingsley	Documentary	Dec., '53	60m	Dec. 19	2110		A-1	Excellent
Appointment in Honduras (406) (c)	RKO	Glenn Ford-Ann Sheridan	Oct. 16, '53	79m	Oct. 31	2046	AY	B	Fair
Appointment for Murder (Ital.-Eng. Titles)	IFE	Delia Scala	Feb., '54	90m	Feb. 20	2190		A-2	Fair
Arrow in the Dust (c) (5404)	AA	Sterling Hayden-Coleen Gray	Apr. 25, '54	80m	Apr. 24	2269		A-1	Very Good
B									
Back to God's Country (c) (403)	Univ.	Rock Hudson-Steve Cochran	Nov., '53	78m	Sept. 26	2006	A	A-2	Good
Bad for Each Other (624)	Col.	Charlton Heston-Lizabeth Scott	Jan., '54	83m	Dec. 12	2101	AY	B	Good
Bait	Col.	Hugo Haas-Cleo Moore	Mar., '54	79m	Feb. 20	2190		B	Good
Bandits of the West (5243)	Rep.	Allen Rocky Lane	Sept., '53	54m	Aug. 22	1958	F	A-1	Fair
Battle of Rogue River (c)	Col.	George Montgomery	Mar., '54	71m	Mar. 6	2206	F	A-1	Good
Beachhead (c)	UA	Tony Curtis-Frank Lovejoy	Feb., '54	89m	Jan. 30	2165	AY	A-2	Very Good
Beat the Devil	UA	Humphrey Bogart-Jennifer Jones	Mar., '54	92m	Mar. 6	2205	AY	B	Very Good
Beauties of the Night (Fr.-Eng. Titles)	UA	Gerard Philipe-Gina Lollobrigida	Not Set	84m	Apr. 10	2255		B	Excellent
Beggar's Opera, The (Brit.) (c) (304)	WB	Laurence Olivier-Dorothy Tutin	Sept. 26, '53	94m	Aug. 29	1965	AM	A-2	Very Good
Beneath the 12-Mile Reef (c) (CS) (337)*	20th-Fox	Terry Moore-Robert Wagner	Dec., '53	102m	Dec. 19	2109	AY	A-1	Very Good
Best Years of Our Lives (452)	RKO	March-Loy-Andrews-Wright	(reissue) Feb., '54	170m	Dec. 19	2110			Superior
Betrayed (428) (c)	MGM	Clark Gable-Lana Turner	Not Set						
Big Heat (615)*	Col.	Glenn Ford-Gloria Grahame	Oct., '53	90m	Sept. 26	2006	AM	B	Good
Bigamist, The	Filmakers	Joan Fontaine-Ida Lupino	Dec., '53	80m	Jan. 2	2125		B	Very Good
Bitter Creek (5423)	AA	Wild Bill Elliott	Feb. 21, '54	74m	Mar. 13	2214			Good
Black Glove (5305)	Lippert	Alex Nicol	Jan. 29, '54	74m	Jan. 30	(S)2167			
Black Horse Canyon (c) (424)	Univ.	Joel McCrea-Mari Blanchard	June, '54						
Black Shield of Falworth, The (426) (CS) (c)	Univ.	Tony Curtis-Janet Leigh	Sept., '54		Apr. 24	(S)2271			
Blackout (5309)	Lippert	Dane Clark-Belinda Lee	Apr., '54	87m	Apr. 24	2270			Good
Blowing Wild (306)	WB	Gary Cooper-Barbara Stanwyck	Oct. 17, '53	90m	Sept. 19	1997	A	A-2	Very Good
Blueprint for Murder, A (332)	20th Fox	Joseph Cotten-Jean Peters	Sept., '53	76m	Aug. 1	1933	AY	A-2	Very Good
Border River (c) (409)	Univ.	Joel McCrea-Yvonne de Carlo	Jan., '54	81m	Jan. 9	2134	AY	A-2	Good
Botany Bay (c) (5307)	Para.	Alan Ladd-James Mason	Nov., '53	94m	Oct. 3	2013	AMY	A-2	Very Good
Both Sides of the Law (Brit.) (482)	U-I	Peggy Cummins-Rosamund Johns	Jan., '54	94m	Jan. 16	2141	F	A-2	Good
Boy From Oklahoma (320) (c)	WB	Will Rogers, Jr.-Nancy Olson	Feb. 27, '54	88m	Jan. 16	2141	F	A-1	Good
Brigadoon (CS) (c)	MGM	Gene Kelly-Cyd Charisse	Not Set						
C									
Caddy, The (5302)*	Para.	Martin & Lewis-Donna Reed	Sept., '53	95m	Aug. 8	1942	F	A-1	Very Good
Caine Mutiny, The (c)	Col.	Bogart-Ferrer-Johnson	Not Set		Feb. 20	(S)2191		A-1	
Calamity Jane (c) (311)*	WB	Doris Day-Howard Keel	Nov. 14, '53	101m	Oct. 31	2045	F	A-1	Excellent
Capt. John Smith & Pocahontas (c)	UA	Anthony Dexter-Jody Lawrance	Nov., '53	75m	Nov. 21	2077	AY	A-2	Fair
Captain's Paradise (Brit.)	UA	Alec Guinness-Yvonne de Carlo	Dec. 18, '53	76m	Oct. 10	2021	A	B	Excellent
Carnival Story, The (c)	RKO	Anne Baxter-Steve Cochran	Mar. 27, '54	95m	Mar. 27	2237	A	B	Very Good
Casanova's Big Night (c) (5316)	Para.	Bob Hope-Joan Fontaine	Apr., '54	86m	Mar. 6	2205	F	A-2	Excellent
Cavalleria Rusticana (c)	Savini	Mario del Monaco	Dec. 26, '53	60m	Jan. 9	2134			Fair
Cease Fire! (5308) (3D)	Para.	Korean War	Jan., '54	75m	Nov. 28	2085	AY	A-1	Excellent
Charge of the Lancers (c)	Col.	Paulette Goddard	Feb., '54	74m			AY	A-2	
Combat Squad (613)	Col.	John Ireland-Lon McCallister	Oct., '53	72m	Oct. 3	2015	AY	A-1	Average
Command, The (CS) (c) (319)*	WB	Guy Madison-Joan Weldon	Feb. 13, '54	88m	Jan. 23	2157	F	A-1	Very Good
Conquest of Everest (Brit.) (c)	UA	Documentary	Apr. 23, '54	78m	Dec. 12	2101		A-1	Good
Cowboy, The (5308) (c)	Lippert	Documentary	May 14, '54	69m	Jan. 9	2134		A-1	Excellent
Crazylegs—All American (5224)	Rep.	Elroy Hirsch-Lloyd Nolan	Feb. 15, '54	87m	Oct. 31	2046	F	A-1	Very Good

Title—Production Number—Company	Stars	Release Date	Running Time	REVIEWED (S)=synopsis		Not'l Groups	RATINGS		Herald Review
				Issue	Page		L. of D.		
Creature from the Black Lagoon (415-3D, 416-2D)	Univ.	Richard Carlson-Julia Adams	Mar., '54	79m	Feb. 13	2182	AY	A-1	Good
Crime Wave (308)	WB	Gene Nelson-Sterling Hayden	Mar. 6, '54	74m	Jan. 16	2142		A-2	Good
Crossed Swords (c)	UA	Errol Flynn-Gina Lollobrigida	Not Set		Oct. 31	(S)2047			
Cry of the City (441)	20th-Fox	Victor Mature-Richard Widmark (reissue)	Mar., '54	95m					
D									
Dangerous Mission (3D) (c) (410)	RKO	Victor Mature-Piper Laurie	Mar. 6, '54	75m	Feb. 27	2197	AY	A-1	Fair
Decameron Nights (c) (461)	RKO	Joan Fontaine-Louis Jourdan	Nov. 16, '53	87m	Nov. 7	2061	A	B	Excellent
Desperado, The (5426)	AA	Wayne Morris	June 20, '54						
Dial M for Murder (c) (3D)	WB	Ray Milland-Grace Kelly	May 29, '54	105m	May 1	2277			Excellent
Diamond Queen, The (c) (302)	WB	Fernando Lamas-Arlene Dahl	Nov. 28, '53	80m	Aug. 15	1949	F	A-2	Good
Diary of a Country Priest (Fr.-Eng. Titles)	Brandon	Claude Laydu-Nicole Maurey	Apr. 5, '54	95m	Apr. 17	2261		A-2	Very Good
Dragonfly Squadron (52)	AA	John Hodiak-Barbara Britton	Mar. 21, '54	84m	Feb. 13	2182			Good
Dragon's Gold	UA	John Archer-Hillary Brooke	Oct., '53	70m	Jan. 30	2166	AY	A-1	Fair
Drive a Crooked Road	Col.	Mickey Rooney-Dianne Foster	Apr., '54	82m	Mar. 20	2229	AY	A-2	Good
Drums Across the River (c) (423)	Univ.	Audie Murphy-Lisa Gays	June, '54					A-2	
Drums of Tahiti (3D) (c)	Col.	Patricia Medina-Dennis O'Keefe	Jan., '54	73m	Dec. 26	2119	AY	A-2	Good
Duffy of San Quentin (321)	WB	Joanne Dru-Paul Kelly	Mar. 13, '54	78m	Feb. 13	2182	AY	B	Good
E-F									
East of Sumatra (c)	Univ.	Jeff Chandler-Marilyn Maxwell	Sept., '53	82m	Sept. 19	1998	AY	B	Good
Easy to Love (c) (410)	MGM	Esther Williams-Van Johnson	Dec. 25, '53	96m	Nov. 14	2069	F	A-2	Very Good
Eddie Cantor Story (c) (316)	WB	Keefe Brasselle-Marilyn Erskine	Jan. 30, '54	116m	Dec. 19	2109	F	A-1	Very Good
Egg and I, The (422)	Univ.	C. Colbert-Fred MacMurray (reissue)	May, '54	108m					
El Alamein (620)	Col.	Scott Brady-Rita Moreno	Jan., '54	67m	Dec. 12	2101	AY	A-1	Fair
El Paso Stampede	Rep.	Alan Rocky Lane	Sept. 8, '53	54m	Oct. 10	2023	F	A-1	Fair
Elephant Walk (c) (5317)	Para.	Elizabeth Taylor-Dana Andrews	June, '54	103m	Apr. 3	2245	AY	A-2	Very Good
Enchanted Cottage (472)	RKO	Dorothy McGuire-Robert Young (reissue)	Mar., '54	91m					
Escape from Fort Bravo (c) (409)	MGM	William Holden-Eleanor Parker	Dec. 4, '53	98m	Nov. 7	2061	AY	A-1	Very Good
Executive Suite (423)	MGM	Holden-Allyson-Stanwyck-March-Douglas	Apr., '54	104m	Feb. 27	2197	AM	A-2	Excellent
Fake, The	UA	Dennis O'Keefe-Coleen Gray	Sept. 25, '53	80m	Oct. 31	2046		A-1	Good
Fallen Angel (365)	20th-Fox	Alice Faye-Dana Andrews (reissue)	Nov., '53						
Fanfan the Tulip (Fr.)	UA	Gerard Philippe-Gina Lollobrigida	Dec., '53	96m	May 23	1847			Very Good
Fangs of the Wild (5311)	Lippert	Charles Chaplin, Jr.-Onslow Stevens	Apr. 2, '54	71m	Mar. 13	2214			Good
Fighter Attack (c)	AA	Sterling Hayden-J. Carrol Naish	Nov., '53	80m	Nov. 28	2086		A-1	Good
Fighting Lawman (5334)	AA	Wayne Morris	Sept. 20, '53	71m	Oct. 3	2014		A-1	Good
Fighting Men (5222)	Lippert	Special Cast	Oct. 9, '53	63m					
Final Test (Brit.)	Continental	Robert Morley-Jack Warner	Jan., '54	84m	Feb. 13	2183		A-1	Very Good
Fireman Save My Child (425)	Univ.	Spike Jones and His City Slickers	May, '54	80m	Apr. 24	2270		A-1	Good
Flame and the Flesh (c) (421)	MGM	Lana Turner-Carlos Thompson	May, '54	104m	May 1	2277			Excellent
Flight Nurse (5301)	Rep.	Joan Leslie-Forrest Tucker	Mar. 1, '54	90m	Nov. 7	2062	AY	A-1	Fair
Flight to Tangier (c) (2D-5331, 3D-5306)	Para.	Joan Fontaine-Jack Palance	Nov., '53	90m	Oct. 17	2030	AMY	B	Fair
Follow the Fleet (487)	RKO	Fred Astaire-Ginger Rogers (reissue)	Oct. 29, '53	110m					
Folly To Be Wise (Brit.)	Fine Arts	Alastair Sim-Martita Hunt	Dec., '53	91m	Dec. 12	2102			Fair
Forbidden (407)	Univ.	Tony Curtis-Joanne Dru	Jan., '54	85m	Nov. 28	2086	A	B	Good
Forever Amber (366) (c)	20th-Fox	Linda Darnell-Cornel Wilde (reissue)	Nov., '53	140m					
Forever Female (5312)	Para.	G. Rogers-W. Holden-P. Douglas	Jan., '54	93m	June 6	1861	AY	B	Excellent
Forty-Niners, The (5424)	AA	Wild Bill Elliott-Virginia Grey	May 9, '54	71m	May 8	2285		A-2	Good
French Line (c) (2D-437, 3D-407)	RKO	Jane Russell-Gilbert Roland	Feb. 8, '54	102m	Jan. 9	2134		C	Good
From Here to Eternity (616)*	Col.	M. Clift-B. Lancaster-D. Kerr	Sept., '53	118m	Aug. 1	1933	AM	B	Excellent
Fugitive in Trieste (Ital.)	IFE	Jacques Sernas	Jan., '54	83m	Jan. 30	2167		B	Fair
G									
Genevieve (c) (Brit.) (481)	U-I	Dinah Sheridan-John Gregson	Feb., '54	86m	Feb. 20	2190		A-2	Excellent
Genoese Dragnet (Ital.)	IFE	Charles Rutherford-Lianella Carell	Mar., '54	106m	Mar. 6	2206			Good
Gentle Gunman, The (Brit.) (388)	U-I	John Mills-Elizabeth Sellers	Oct., '53	86m	Oct. 3	2014	AY	A-2	Good
Geraldine (5302)	Rep.	John Carroll-Mala Powers	Apr. 1, '54	90m	Dec. 12	(S)2103	AY	A-1	
Gilbert & Sullivan (c) (Brit.)	UA	Maurice Evans-Robert Morley	Jan. 8, '54	105m	Oct. 31	2045		A-1	Excellent
Give a Girl a Break (c) (412)	MGM	Marge & Gower Champion	Jan. 1, '54	82m	Dec. 5	2093	F	A-1	Good
Glass Web (2D-402, 3D-401)	Univ.	Edward G. Robinson	Nov., '53	81m	Oct. 17	2029	AM	A-2	Very Good
Glenn Miller Story (c) (412)*	Univ.	James Stewart-June Allyson	Feb., '54	116m	Jan. 9	2133	F	A-1	Excellent
Go, Man, Go	UA	Harlem Globetrotters-Dane Clark	Jan., '54	82m	Jan. 23	2157	F	A-1	Excellent
Golden Blade, The (c) (332)	Univ.	Rock Hudson-Piper Laurie	Sept., '53	81m	Aug. 22	1957	F	A-1	Excellent
Golden Coach (c) (Ital.-Eng. Dial.)	IFE	Anna Magnani	Jan., '54	105m	Jan. 23	2158		A-2	Very Good
Golden Idol, The (5315)	AA	Johnny Sheffield	Jan. 10, '54	70m					
Golden Mask (c) (Brit.)	UA	Wanda Hendrix-Van Heflin	Mar., '54	88m	Mar. 13	2213	AY	A-2	Good
Gone With the Wind (c) (430)	MGM	Gable-Leigh-deHavilland (reissue)	July, '54	222m					
Gorilla At Large (c) (3D) (406)	20th-Fox	Cameron Mitchell-Anne Bancroft	May, '54	84m	May 8	2286		B	Fair
Great Diamond Robbery (419)	MGM	Red Skelton	Jan. 29, '54	69m	Dec. 5	2093	AY	A-1	Good
Greatest Love, The (Ital.-Eng. Dial.)	IFE	Ingrid Bergman-Alexander Knox	Jan., '54	113m	Jan. 16	2142			Good
Guilt Is My Shadow (Brit.)	Stratford	Peter Reynolds-Elizabeth Sellers	Mar., '54	86m	Mar. 27	2238			Fair
Gun Fury (c) (3D) (617)	Col.	Rock Hudson-Donna Reed	Nov., '53	83m	Oct. 24	2037	AY	A-2	Good
Gypsy Colt (419) (c)	MGM	Donna Corcoran-Frances Dee	Apr. 2, '54	72m	Jan. 30	2165	F	A-1	Good
H									
Half a Hero (401)	MGM	Red Skelton-Jean Hagen	Sept. 4, '53	71m	Aug. 1	1933	AY	A-1	Good
Heat Wave (5310)	Lippert	Alex Nicol-Hillary Brooke	Apr. 16, '54						
Heidi (Swiss)	UA	Elsbeth Sigmund	Apr., '54	98m	Dec. 26	2118	F	A-1	Very Good
Hell & High Water (c) (CS) (403)*	20th-Fox	Richard Widmark-Bella Darvi	Feb., '54	103m	Feb. 6	2173	AY	A-1	Excellent
Hell Below Zero (c)	Col.	Alan Ladd-Joan Tetzel	Not Set		Mar. 20	(S)2229		A-2	
Hell Raiders of the Deep (Ital.)	IFE	Documentary	May, '54	92m	May 8	2286			Good
Hell's Half Acre (5304)	Rep.	Wendell Corey-Evelyn Keyes	June 1, '54	91m	Feb. 13	2183	A	B	Fair
Her Twelve Men (429)	MGM	Greer Garson-Robert Ryan	Aug., '54						
Here Come the Girls (5309) (c)*	Para.	Hope-Clooney-Dahl-Martin	Dec., '53	78m	Oct. 24	2037	AY	B	Very Good
High and the Mighty, The (c) (CS)	WB	John Wayne-Claire Trevor	Not Set		Apr. 24	(S)2271			
Highway Dragnet	AA	Richard Conte-Joan Bennett	Jan., '54	71m	Jan. 30	2166		A-2	Good
His Majesty O'Keefe (c) (315)	WB	Burt Lancaster-Joan Rice	Jan. 16, '54	93m	Jan. 2	2125	AY	A-2	Very Good

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				Issue	Page				
Holly and the Ivy (Brit.)	Pacemaker	Ralph Richardson-Celia Johnson	Feb., '54	80m	Feb. 13	2183			
Hollywood Thrill-Makers (5321)	Lippert	James Gleason	Jan. 15, '54	60m	Feb. 20	(S)2191		A-2	Excellent
Home from the Sea (5409) (formerly Sons of the Navy)	AA	Jan Sterling-Neville Brand	June 27, '54		Apr. 24	(S)2271			
Hondo (c) (3D) (312)*	WB	John Wayne-Geraldine Page	Jan. 2, '54	83m	Nov. 28	2085	F	A-1	Excellent
Horse's Mouth (Brit.)	Mayer-Kingsley	Robert Beatty	Jan., '54	77m	Jan. 23	2158		A-1	Good
Hot News (5327)	AA	Stanley Clements	Oct. 11, '53	61m	Nov. 28	2087			Good
How to Marry a Millionaire (c) (CS)* (336)	20th-Fox	Grable-Monroe-Bacall	Nov., '53	96m	Nov. 14	2070	AY	A-2	Excellent
I									
Indiscretion of an American Wife	Col.	Jennifer Jones-Montgomery Clift	Not Set	63m	Apr. 24	2270	A	A-2	Fair
Inferno (c) (3D) (346)	20th-Fox	Robert Ryan-Rhonda Fleming	Nov., '53	83m	July 25	1925	AY	A-2	Excellent
Intimate Relations (Fr.-Eng. Dial.)	Carroll	Harold Warrender-Marian Spencer	Feb., '54	85m	Feb. 20	2190			Very Good
Iron Glove, The (c)	Col.	Robert Stack-Ursula Thiess	Apr., '54	77m	Mar. 27	2238	F	A-1	Good
Iron Mask (5313)	Lippert	Douglas Fairbanks (reissue)	Sept. 18, '53	73m					
Island in the Sky (301)	WB	John Wayne-Lloyd Nolan	Sept. 5, '53	109m	Aug. 8	1941	AY	A-1	Excellent
It Should Happen to You	Col.	Judy Holliday-Peter Lawford	Mar., '54	87m	Jan. 16	2141	AY	A-2	Very Good
J									
Jack Slade (5406)	AA	Mark Stevens	Nov. 8, '53	90m	Oct. 24	2037	AMY	A-2	Excellent
Jennifer (5407)	AA	Ida Lupino-Howard Duff	Oct. 25, '53	73m	Mar. 6	2206	AY	A-2	Fair
Jesse James vs. Daltons (c) (3D)	Col.	Brett King-Barbara Lawrence	Apr., '54	65m	Jan. 23	2158	AY	A-2	Good
Jivaro (5311) (c)	Para.	Fernando Lamas-Rhonda Fleming	Feb., '54	91m	Jan. 23	2157	AMY	A-2	Good
Joe Louis Story, The	UA	Coley Wallace-James Edwards	Sept. 18, '53	88m	Oct. 3	2013	F	A-1	Excellent
Johnny Dark (c) (420)	Univ.	Tony Curtis-Piper Laurie	May, '54		Mar. 13	(S)2214			
Johnny Guitar (c) (5307)	Rep.	Joan Crawford-Sterling Hayden	Aug., '54	110m	May 8	2285			Excellent
Jolson Story, The (c)	Col.	Larry Parks-Evelyn Keyes (reissue)	May 15, '54	124m	May 1	2278			Excellent
Jubilee Trail (c) (5303)	Rep.	Vera Ralston-Forrest Tucker	May 15, '54	103m	Jan. 23	2158		A-2	Good
Julius Caesar	MGM	Brando, Calhern, Gerson, Kerr, Mason	Spec.	121m	June 6	1861	AMY	A-1	Superior
K-L									
Key Largo (309)	WB	Robinson-Bogart-Bacall (reissue)	Nov. 7, '53	101m					
Keys of the Kingdom (358)	20th-Fox	Gregory Peck-Thomas Mitchell (reissue)	Jan., '54	137m					
Khamishia—Five Tales from Israel	Israel-America	English Dialogue	May 6, '54	110m	May 8	2286			Very Good
Khyber Petrol (c)	UA	Richard Egan-Dawn Addams	Not Set		Apr. 24	(S)2271			
Killer Ape	Col.	Johnny Weissmuller	Dec., '53	68m	Nov. 21	2077	F	A-1	Fair
Killers From Space (409)	RKO	Peter Graves-Barbara Bestar	Jan. 23, '54	71m	Jan. 30	2166	AY	A-1	Fair
King of the Khyber Rifles (c)* (401)	Fox	Tyrone Power-Terry Moore	Jan., '54	99m	Dec. 26	2117	AY	A-1	Excellent
Kiss Me Kate (c) (3D) (408)*	MGM	Kathryn Grayson-Howard Keel	Nov. 26, '53	109m	Oct. 31	2045	AY	B	Excellent
Knights of the Round Table (c) (CS) (413)*	MGM	Robert Taylor-Ava Gardner	Jan. 15, '54	115m	Dec. 26	2117	F	A-1	Superior
Knock on Wood (c)	Para.	Danny Kaye-Mai Zetterling	Not Set	103m	Apr. 3	2245	F	A-1	Excellent
La Favorita (Ital.)	IFE	Paolo Silveri	Oct., '53	78m	Oct. 31	2047		A-2	Fair
La Traviata (c)	Savini	Lucia Evangelis-Giulio Gari	Dec. 26, '53	60m	Jan. 9	2134			Fair
Last of the Pony Riders (593)	Col.	Gene Autry	Nov., '53	59m	Nov. 7	2062	F	A-1	Good
Laughing Anne (Brit.) (c) (5305)	Rep.	Wendell Corey-Margaret Lockwood	July 1, '54	90m	May 8	2285		B	Good
Limping Man (5318)	Lippert	Lloyd Bridges	Dec. 11, '53	76m	Dec. 26	2119			Good
Lion Is in the Streets (c) (305)	WB	James Cagney-Barbara Hale	Oct. 3, '53	88m	Sept. 12	1989	AMY	A-2	Very Good
Little Boy Lost (5304)*	Para.	Bing Crosby-Claude Dauphin	Oct., '53	95m	July 11	1909	AY	A-1	Excellent
Little Caesar (317)	WB	Edward G. Robinson (reissue)	Feb. 6, '54	80m				B	
Little Fugitive	Burstyn	Richie Andrusco	Oct. 6, '53	75m	Oct. 10	2021	F	A-2	Excellent
Living Desert, The (c)*	Disney	True Life Adventure	Nov., '53	73m	Oct. 10	2021	F	A-1	Excellent
Living It Up (c)	Para.	Dean Martin-Jerry Lewis	July, '54	95m	May 1	2277			Excellent
Lone Gun, The	UA	George Montgomery-Dorothy Malone	Apr., '54	78m	Apr. 10	2254			Good
Lonely Night, The	Mayer-Kingsley	Marian Seldes-Charles W. Moffat	Mar., '54	62m	Apr. 10	2253	A	A-2	Very Good
Long, Long Trailer, The (c) (416)*	MGM	Lucille Ball-Desi Arnaz	Feb. 19, '54	96m	Jan. 9	2133	F	A-1	Excellent
Long Wait, The	UA	Anthony Quinn-Peggie Castle	May, '54	93m	May 1	2278			Good
Loophole (5414)	AA	Barry Sullivan-Dorothy Malone	Mar. 28, '54	80m	Feb. 20	2189		A-2	Good
Louisiana Territory (3D) (c) (405)	RKO	Documentary	Oct. 16, '53	65m	Oct. 17	2030	F	A-1	Good
Lovers of Toledo (Ital.-Eng. Titles)	Hakim	Alida Valli-Pedro Armendariz	Apr., '54	75m	May 8	2286			Fair
Lucky Five (Ital.)	IFE	Aldo Fabrizi	Nov., '53	85m	Dec. 5	2094			Fair
Lucky Me (c) (CS) (324)	WB	Doris Day-Robert Cummings	Apr. 24, '54	100m	Apr. 17	2261		A-1	Good
Lure of the Sila (Ital.-Eng. Dub.)	IFE	Silvano Mangano	Dec. 25, '53	74m	Jan. 9	2134		B	Good
M									
Ma and Pa Kettle at Home (418)	Univ.	Marjorie Main-Percy Kilbride	Apr., '54	81m	Mar. 13	2213	F	A-1	Good
Mad Magician, The (c) (3D)	Col.	Vincent Price-Mary Murphy	Not Set	72m	Mar. 27	2238	AM	A-2	Good
Magnificent Obsession (423) (c)	Univ.	Jane Wyman-Rock Hudson	Aug., '54	108m	May 15	2293			Excellent
Make Haste to Live (5306)	Rep.	Dorothy McGuire-Stephen McNally	Aug. 1, '54	90m	Apr. 10	2253	AY	A-2	Good
Malta Story (Brit.)	UA	Alec Guinness-Jack Hawkins	Apr., '54						
Man Between, The (Brit.)	UA	James Mason-Claire Bloom	Feb., '54	100m	Nov. 14	2069		B	Excellent
Man Crazy (339)	20th-Fox	Neville Brand-Christine White	Dec., '53	79m	Dec. 19	2110	A	B	Good
Man From Cairo (5302)	Lippert	George Raft-Gianna Maria Canale	Nov. 27, '53	82m	Dec. 5	2094			Fair
Man in Hiding	UA	Paul Henreid-Lois Maxwell	Oct. 2, '53	79m	Nov. 14	2070		B	Fair
Man in the Attic (340)	20th-Fox	Constance Smith-Jack Palance	Dec., '53	82m	Dec. 26	2119	AM	B	Fair
Man of Conflict	Apex	Edward Arnold-John Agar	Dec., '53	88m	Dec. 26	2119			Fair
Man With a Million (c) (Brit.)	UA	Gregory Peck-Jane Griffiths	Not Set		Apr. 24	(S)2271	F	A-1	
Marry Me Again (404)	RKO	Marie Wilson-Robert Cummings	Oct. 22, '53	72m	Sept. 26	2006	AY	B	Good
Martin Luther	deRochemont	Niall MacGinnis	Sept., '53	103m	Sept. 19	1997	AY		Excellent
Massacre Canyon	Col.	Phil Carey-Audrey Totter	May, '54	66m	Apr. 10	2254			Good
Melody of Love (Ital.-Eng. Titles)	IFE	Giacomo Rondinella	Apr. 17, '54	96m	Apr. 24	2270		A-1	Fair
Men of the Fighting Lady (425) (c)	MGM	Van Johnson-Walter Pidgeon	June, '54	80m	May 15	2293			Excellent
Miami Story, The	Col.	Barry Sullivan-Luther Adler	May, '54	75m	Apr. 10	2254	AY	A-2	Good
Miss Robin Crusoe (c) (338)	20th-Fox	Amanda Blake-George Nader	Feb., '54	75m			AY	A-2	
Miss Sadie Thompson (c) (3D)*	Col.	Rita Hayworth-Jose Ferrer	Feb., '54	91m	Dec. 26	2117	A	B	Excellent
Mr. Blandings Builds His Dream House (473)	RKO	Cary Grant-Myrna Loy (reissue)	Apr., '54	94m					
Mr. Denning Drives North (Brit.)	Carroll	John Mills-Phyllis Calvert	Sept., '53	93m	Aug. 29	1966		A-2	Good
Mr. Potts Goes to Moscow (Brit.) (5400)	Stretford	George Cole-Nadia Gray	Mar. 14, '54	93m	Sept. 19	1998			Very Good

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Mistress of the Mountains (Ital.)	Davis	Vivi Gioi	Jan., '54	90m	Dec. 12	2102			Good
Mogambo (c) (404)*	MGM	Clark Gable-Ava Gardner	Oct. 9, '53	116m	Sept. 19	1997	AMY	B	Very Good
Money from Home (c)* (5316—3D, 5330—2D)	Para.	Dean Martin-Jerry Lewis	Feb., '54	100m	Dec. 5	2093	F	A-1	Excellent
Monster from the Ocean Floor (5328)	Lippert	Anne Kimball-Stuart Wade	May 14, '54						
Murder on Monday (Brit.)	Mayer-Kingsley	Ralph Richardson-Margaret Leighton	Oct., '53	85m	Oct. 10	2022		A-1	Very Good
My Heart Sings (Ital.)	IFE	Ferruccio Tagliavini	Mar., '54	99m	Mar. 13	2214		A-2	Good
N									
Naked Jungle, The (c) (5315)	Para.	Eleanor Parker-Charlton Heston	Mar., '54	95m	Feb. 13	2181	AY	A-2	Good
Nebraskan, The (c) (3D) (618)	Col.	Phil Carey-Roberta Haynes	Dec., '53	68m	Nov. 7	2062	AY	A-2	Fair
New Faces (c) (CS) (409)	Fox	Eartha Kitt-Robert Clary	Feb., '54	98m	Feb. 20	2189	AY	B	Excellent
Night People (c) (CS) (407)	Fox	Gregory Peck-Rita Gam	Mar., '54	93m	Mar. 20	2229		A-2	Very Good
O-P									
Othello	UA	Orson Welles-Fay Compton	Jan., '54		Jan. 9	(S)2135	AMY		
Out of the Past (488)	RKO	Robert Mitchum-Kirk Douglas (reissue)	Oct. 29, '53	97m					
Out of This World (c)	Kupferman	Lowell Thomas, Sr. & Jr., Narrators	Apr., '54	75m	Apr. 24	2269			Very Good
Outcast, The (c)	Rep.	John Derek-Joan Evans	Not Set		Mar. 13	(S)2215			
Overcoat (Ital.)	Times	Renato Rascel	Oct., '53	96m	Oct. 17	2031		B	Very Good
Overland Pacific (c)	UA	Jack Mahoney-Peggie Castle	Feb., '54	73m	Feb. 13	2182	AY	A-2	Good
Paratrooper (619) (c)	Col.	Alan Ladd-Leo Genn	Jan., '54	87m	Dec. 26	2118	AY		Very Good
Paris Model (621)	Col.	Marilyn Maxwell-Paulette Goddard	Nov., '53	59m	Nov. 7	2062	A	B	Fair
Paris Playboys (5418)	AA	Leo Gorcey-Huntz Hall	Mar. 7, '54	62m	Mar. 13	2214		A-1	Fair
Passionate Sentry, The (Brit.)	Fine Arts	Valerie Hobson-Nigel Patrick	Nov., '53	85m	Oct. 31	2047		A-2	Fair
Path to the Kingdom (Span.)	Master	Dominique Blanchard	Jan., '54	85m	Dec. 19	2110		A-1	Good
Personal Affair (Brit.)	UA	Gene Tierney-Leo Genn	Feb., '54	82m	Jan. 9	2133	AY	A-2	Good
Phantom of the Rue Morgue (3D) (c) (322)*	WB	Karl Malden-Patricia Medina	Mar. 27, '54	84m	Mar. 6	2206	A	A-2	Good
Phantom Stallion (5331)	Rep.	Rex Allen	Feb. 10, '54	54m					
Pickwick Papers (Brit.)	Mayer-Kingsley	Nigel Patrick-James Hayter	May, '54	109m	Apr. 10	2253		A-1	Excellent
Pinocchio (c) (493)	RKO	Disney Feature	(reissue) Apr., '54	87m					
Playgirl (421)	Univ.	Shelley Winters-Barry Sullivan	May, '54	85m	Apr. 24	2269	A	B	Good
Pride of the Blue Grass (c) (5410)	AA	Lloyd Bridges-Vera Miles	Apr. 4, '54	71m	Feb. 20	2189		A-1	Fair
Prince Valiant (c) (CS) (411)	20th-Fox	Robert Wagner-Janet Leigh	Apr., '54	100m	Apr. 10	2254	F	A-1	Excellent
Princess of the Nile (c) (414)	20th-Fox	Jeffrey Hunter-Debra Paget	June, '54		Apr. 10	(S)2255			
Prisoner of War (427)	MGM	Ronald Reagan-Dewey Martin	May, '54	81m	Apr. 3	2245	A		Fair
Prisoners of the Casbah (c) (622)	Col.	Gloria Grahame-Cesar Romero	Nov., '53	78m	Nov. 7	2062	AY	A-2	Fair
Private Eyes (5321)	AA	Bowery Boys	Dec. 6, '53	64m	Dec. 5	(S)2094		A-2	Fair
Project M-7 (483) (Brit.)	U-I	Phyllis Calvert	Nov., '53	86m	Nov. 28	2087	AY	A-1	Fair
Project Moon Base (5315)	Lippert	Donna Martell-Ross Ford	Sept. 4, '53	63m	Sept. 5	1982		B	Fair
Public Enemy (318)	WB	Jean Harlow-James Cagney (reissue)	Feb. 6, '54	83m					
Q-R									
Queen of Sheba (Ital.-Eng.) (5325)	Lippert	Gino Cervi-Leonora Ruffo	Feb. 12, '54	99m	Nov. 14	2070		A-2	Fair
Queen's World Tour, A (c)	UA	Documentary	Mar., '54	84m	Mar. 13	2213		A-1	Good
Quo Vadis (c) (411)	MGM	Robert Taylor-Deborah Kerr (reissue)	Jan., '54	168m					
Rachel and the Stranger (469)	RKO	Loretta Young-William Holden (reissue)	Feb., '54	93m					
Racing Blood (c) (410)	20th-Fox	Bill Williams-Jean Porter	Mar., '54	76m	Mar. 27	2238	F	A-1	Fair
Rails Into Laramie (c) (419)	Univ.	John Payne-Mari Blanchard	Apr., '54	81m	Mar. 20	2229	A	A-2	Good
Red Garters (c) (5314)	Para.	Rosemary Clooney-Jack Carson	Mar., '54	91m	Feb. 6	2173	AY	B	Very Good
Red River Shore (5234)	Rep.	Rex Allen	Dec. 15, '53	54m	Dec. 26	2118	F	A-1	Good
Rhapsody (420) (c)	MGM	Elizabeth Taylor-Vittorio Gassman	Apr. 16, '54	115m	Feb. 13	2181	AY	B	Excellent
Ride Clear of Diablo (c) (413)	Univ.	Audie Murphy-Susan Cabot	Mar., '54	81m	Feb. 6	2173	AY	A-2	Very Good
Riders of the Purple Sage (443)	20th-Fox	Geo. Montgomery-Robt. Barrat (reissue)	Mar., '54	56m					
Riders to the Stars (c)	UA	Richard Carlson-Herbert Marshall	Jan. 29, '54	81m	Mar. 27	2237	AY	A-1	Good
Riding Shotgun (c) (323)	WB	Randolph Scott-Wayne Morris	Apr. 10, '54	84m	Mar. 6	2206		A-1	Good
Ring of Fear (c) (CS)	WB	Clyde Beatty-Pat O'Brien	Not Set		Mar. 13	(S)2214			
Riot in Cell Block 11 (51)	AA	Neville Brand-Leo Gordon	Feb. 28, '54	80m	Feb. 13	2181	AM	A-2	Excellent
River Boat (5329)	Lippert	Phyllis Kirk-John Bentley	May 28, '54						
River of No Return (c) (CS) (405)	20th-Fox	Robert Mitchum-Marilyn Monroe	May, '54	91m	Apr. 24	2269		B	Very Good
Rob Roy (c) (Brit.) (494)	Disney-RKO	Richard Todd-Glynis Johns	Feb. 27, '54	89m	Nov. 28	2086	F	A-1	Good
Robe, The (CS) (c) (335)*	20th-Fox	Victor Mature-Jean Simmons	Oct., '53	135m	Sept. 26	2005	F	A-1	Superior
Rocket Man, The (412)	20th-Fox	Thelma Ritter-Jeffrey Hunter	May, '54	79m	May 1	2278			Good
Roman Holiday (5301)*	Para.	Gregory Peck-Audrey Hepburn	Sept., '53	119m	July 4	1901	F	A-2	Excellent
Rose Bowl Story (5204)	Allied	Marshall Thompson (reissue)	Sept. 6, '53	73m					
Rose Marie (CS) (c) (418)	MGM	Blyth-Keel-Lamas-Main	Mar. 19, '54	106m	Mar. 6	2205	F	A-1	Excellent
Royal African Rifles, The (c) (5403)	AA	Louis Hayward-Veronica Hurst	Sept. 27, '53	75m	Cct. 3	2015		A-1	Average
S									
Seadia (c) (415)	MGM	Cornel Wilde-Mel Ferrer	Feb. 5, '54	82m	Jan. 2	2125	AY	A-1	Good
Sabre Jet (c)	UA	Robert Stack-Coleen Gray	Sept. 4, '53	96m	Sept. 12	1989	AY	A-1	Good
Saginaw Trail (576)	Col.	Gene Autry	Sept., '53	56m	Aug. 29	1966	AY	A-1	Good
Saint's Girl Friday	RKO	Louis Hayward-Naomi Chance	Apr. 15, '54	68m	Mar. 27	2238	AY	B	Good
Saskatchewan (414) (c)*	Univ.	Alan Ladd-Shelley Winters	Mar., '54	87m	Feb. 27	2197	F	A-2	Very Good
Scarlet Spear, The (c)	UA	John Archer-Martha Hyers	Mar., '54	78m	Mar. 27	2238			Fair
Scudda Hoo-Scudda Hay (c) (440)	Fox	June Haver (reissue)	Mar., '54	95m					
Sea of Lost Ships (5213)	Rep.	John Derek-Wanda Hendrix	Feb., '54	85m	Oct. 31	2046	F	A-1	Good
Secret of Assignment (Ital.)	IFE	Vivi Gioi-Umberto Spadaro	Mar., '54					A-2	
Secret Document—Vienna (Fr.)	Davis	Frank Villard-Renee St. Cyr	Feb. 15, '54	90m	Jan. 30	2166			Fair
Secret of the Incas (c) (5318)	Para.	Charlton Heston-Nicole Maurey	June, '54		Apr. 17	(S)2261			
Seven Brides for Seven Brothers (CS) (c) (426)	MGM	Jane Powell-Howard Keel	Aug., '54						
Shadow Man (5316)	Lippert	Cesar Romero	Oct. 16, '53						
Shadows of Tombstone	Rep.	Rex Allen	Sept. 28, '53	54m	Oct. 10	2022			Good
Shane (c) (5225)*	Para.	Alan Ladd-Jean Arthur	Aug., '53	117m	Apr. 18	1797	AY	A-2	Excellent
Shanghai Story, The	Rep.	Ruth Roman-Edmond O'Brien	Not Set		Apr. 24	(S)2271			
Shark River (c)	UA	Steve Cochran-Carole Mathews	Nov., '53	80m	Nov. 7	2062	F	A-2	Fair

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She Couldn't Say No (408)	RKO	Jean Simmons-Robert Mitchum	Feb. 15, '54	89m	Jan. 16	2141	AY	A-2	Good
Siege at Red River (c) (404)	20th-Fox	Van Johnson-Joanne Dru	Apr., '54	81m	Mar. 27	2237	AY	A-1	Good
Singin' in the Corn	Col.	Judy Canova-Allen Jenkins (reissue)	Jan., '54	64m					
Sins of Jezebel (c) (5225)	Lippert	Paulette Goddard	Oct. 23, '53	74m	Nov. 28	2086		B	Good
Slaves of Babylon (525) (c)	Col.	Richard Conte-Linda Christian	Oct., '53	82m			AY		
So Big (307)*	WB	Jane Wyman-Sterling Hayden	Oct. 31, '53	101m	Oct. 3	2013	F	A-1	Excellent
Something Money Can't Buy (Brit.)	Univ.	Patricia Roc-Anthony Steel	Oct., '53	83m	Oct. 3	2015	AY	A-2	Fair
Son of Sinbad (color) (3D)	RKO	Dale Robertson-Peggie Castle	Apr. 3, '54		Jan. 30	(S)2167			
Song of the Land (color)	UA	Nature	Nov., '53	71m	Nov. 28	2087	AY	A-1	Good
Southwest Passage (3D) (c)	UA	Joanne Dru-Rod Cameron	Apr., '54	82m	Apr. 17	2261		A-2	Good
Spell of Ireland, The (c)	Celtic	Documentary	May 10, '54	77m	May 8	2286		A-1	Good
Spice of Life (Fr.)	Mayer-Kingsley	Noel-Noel	Jan., '54	71m	Jan. 16	2142		A-2	Excellent
Star Is Born, A (CS) (c)	WB	Judy Garland-James Mason	Not Set		Apr. 24	(S)2270			
Steel Lady, The	UA	Rod Cameron-Tab Hunter	Oct. 9, '53	84m	Oct. 17	2030	AY	A-1	Fair
Stormy the Thoroughbred (c)	Disney	M. R. Valdez-Robert Skene	Mar., '54	45m	Mar. 13	2214			Very Good
Stranger on the Prowl	UA	Paul Muni-Joan Lorring	Nov. 2, '53	82m	Nov. 14	2069		A-2	Good
Street With No Name (442)	20th-Fox	Richard Widmark-Lloyd Nolan (reissue)	Mar., '54	91m					
Student Prince, The (CS) (c) (424)	MGM	Ann Blyth-Edmund Purdon	June, '54	109m	Apr. 24	(S)2271			
T									
Take the High Ground (c) (406)	MGM	Richard Widmark-Karl Malden	Oct. 30, '53	101m	Sept. 26	2006	AY	A-2	Very Good
Tall in the Saddle (471)	RKO	John Wayne (reissue)	Mar., '54	87m					
Tanga Tika (c)	Schaefer	All Native Cast	Nov., '53	75m	Oct. 10	2022		B	Excellent
Taza, Son of Cochise (c)									
(410—3D, 411—2D)	Univ.	Rock Hudson-Barbara Rush	Feb., '54	79m	Jan. 30	2165	AY	A-1	Good
Tennessee Champ (417) (c)	MGM	Shelley Winters-Dewey Martin	Mar. 5, '54	73m	Feb. 20	2189	F	B	Good
Terror Street (5304)	Lippert	Dan Duryea	Dec. 4, '53	83m	Dec. 5	2093			Good
Texas Badman (5335)	AA	Wayne Morris	Dec. 20, '53	62m	Nov. 14	(S)2071		A-1	
Them	WB	James Whitmore-Edmund Gwenn	June 19, '54	94m	Apr. 10	2253			Very Good
They Won't Believe Me (474)	RKO	Susan Hayward-Robert Young (reissue)	Apr., '54	95m					
Those Redheads from Seattle (c)									
(2D-5329, 3D-5305)	Para.	Rhonda Fleming-Gene Barry	Oct., '53	90m	Sept. 26	2006	AY	A-2	Very Good
Three Coins in the Fountain (CS)									
(c) (413)	20th-Fox	Clifton Webb-Dorothy McGuire	June, '54	102m	May 15	2293			Excellent
Three Sailors and a Girl (c) (314)*	WB	Jane Powell-Gordon MacRae	Dec. 26, '53	95m	Nov. 28	2085	AY	B	Good
Three Young Texans (c) (402)	20th-Fox	Mitzi Gaynor-Jeff Hunter	Jan., '54	78m	Jan. 16	2142	AMY	A-2	Fair
Thunder Over the Plains (c) (313)	WB	Randolph Scott-Phyllis Kirk	Dec. 12, '53	82m	Nov. 7	2061	F	A-1	Good
Thy Neighbor's Wife	20th-Fox	Hugo Haas-Cleo Moore	Oct., '53	77m	Sept. 26	2207	A	B	Good
Titfield Thunderbolt (c) (387) (Brit.)	Univ.	Stanley Holloway	Oct., '53	84m	Oct. 3	2014	F	A-1	Excellent
Top Banana (c)	UA	Phil Silvers-Rose Marie	Feb., '54	100m	Jan. 30	2165	A	B	Very Good
Torch Song (c) (405)*	MGM	Joan Crawford-Michael Wilding	Oct. 23, '53	90m	Oct. 3	2014	AY	A-2	Good
Treasure of Sierra Madre (310)	WB	Humphrey Bogart (reissue)	Nov. 7, '53	126m					
Trent's Last Case (Brit.) (5212)	Rep.	Michael Wilding-Margaret Lockwood	Jan. 1, '54	90m	Oct. 17	2030	AY	A-2	Fair
Tumbleweed (c) (405)	Univ.	Audie Murphy-Lori Nelson	Dec., '53	80m	Nov. 21	2077	F	A-1	Very Good
Turn the Key Softly (Brit.)	Astor	Yvonne Mitchell-Terence Morgan	Not Set	81m	Jan. 30	2166			Good
U-V									
Undercover Agent (5306)	Lippert	Dermot Walsh-Hazel Court	Oct. 2, '53	69m	Dec. 5	2094			Fair
Untamed Heiress (5325)	Rep.	Judy Canova-Don Barry	Apr. 12, '54	70m	Apr. 24	2269		A-1	Good
Valley of the Kings (c)	MGM	Eleanor Parker-Robert Taylor	July, '54						
Valley of the Sun (470)	RKO	Lucille Ball-James Craig	(reissue) Feb., '54	94m					
Veils of Bagdad (c) (404)	Univ.	Victor Mature-Mari Blanchard	Nov., '53	82m	Oct. 3	2014	AY	B	Good
Vicki	20th-Fox	Jeanne Crain-Jean Peters	Oct., '53	85m	Sept. 12	1989	AM	A-2	Fair
Vigilantes Terror (5422)	AA	Bill Elliott-Mary Ellen Kay	Nov. 15, '53	70m	Oct. 17	(S)2031			
Village, The	UA	John Justin-Eva Dahlbeck	Oct. 23, '53	98m	Oct. 17	2029	AY	A-1	Good
Violated	Palace	Wim Holland	Dec., '53	78m	Dec. 12	2102		C	Fair
W									
Walking My Baby Back Home (406) (c)	Univ.	Donald O'Connor-Janet Leigh	Dec., '53	95m	Nov. 14	2069	AY	B	Very Good
War Arrow (c) (408)	Univ.	Jeff Chandler-Maureen O'Hara	Jan., '54	78m	Dec. 12	2101	AY	A-1	Good
War of the Worlds (c) (5303)	Para.	Gene Barry-Ann Robinson	Oct., '53	85m	Feb. 28	1742	AY	A-1	Excellent
We Want a Child (5324)	Lippert	Special Cast	Feb. 19, '54	76m					
White Fire (5317)	Lippert	Scott Brady-Mary Castle	Jan. 1, '54	82m	Feb. 13	2183			Fair
White Hall of Pitz Palu (Ital.-Eng. Dub.)	IFE	Hans Albers	Nov., '53	75m	Nov. 21	2077			Good
Wicked Woman	UA	Beverly Michael-Richard Egan	Jan. 8, '54	77m	Nov. 28	2087		B	Good
Wild One (623)	Col.	Marlon Brando-Mary Murphy	Feb., '54	79m	Dec. 26	2118	A	B	Good
Will Any Gentleman? (Brit.)	Stratford	George Cole-Veronica Hurst	Feb., '54	84m					
Witness to Murder	UA	Barbara Stanwyck-George Sanders	May, '54	83m	Apr. 17	2261		A-2	Very Good
World for Ransom (5408)	AA	Dan Duryea	Jan. 31, '54	82m	Feb. 13	2182			Fair
X-Y-Z									
Yank in the R.A.F. (367)	20th-Fox	Tyrone Power-Betty Grable (reissue)	Nov., '53	97m					
Yankee Pasha (c) (417)	Univ.	Jeff Chandler-Rhonda Fleming	Apr., '54	84m	Mar. 13	2213	A	A-2	Very Good
Yellow Balloon (5430) (Brit.)	AA	Andrew Ray-Kathleen Ryan	Oct. 4, '53	79m	Dec. 5	2094		A-2	Fair
Yellow Tomahawk, The (c)	UA	Rory Calhoun-Peggie Castle	May, '54	82m	May 8	2285		A-2	Good
Yesterday & Today	UA	Documentary	Dec. 2, '53	57m	Nov. 14	2070	AY	A-1	Good
Yukon Vengeance (5331)	AA	Kirby Grant-Mary E. Kay	Jan. 17, '54	88m	Jan. 16	(S)2142		A-1	

FEATURES LISTED BY COMPANIES—PAGE 2301, ISSUE OF MAY 15, 1954
 SHORT SUBJECTS CHART APPEARS ON PAGES 2294-2295, ISSUE OF MAY 15, 1954

RELEASE CHART BY COMPANIES

Complete catalogue of features released during 12 months plus coming attractions

This Product Digest section — a regular service of MOTION PICTURE HERALD — lists all features in release from May, 1953, plus complete coming attractions. Titles are arranged in order of release dates. Advance dates are subject to change. Running times are the official times supplied by the distributor.

For index to reviews, synopses and ratings see the alphabetical Release Chart in the weekly Product Digest.

(R) designates a reissue. (C) designates color. (C.S.) designates CinemaScope.

ALLIED ARTISTS

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5324	Rebel City	May 10 '53	Bill Elliott	63	Western
5319	Loose in London	May 24 '53	Bowery Boys	62½	Comedy
5311	Roar of the Crowd (C)	May 31 '53	Howard Duff, Helene Stanley	71	Drama
5328	Murder Without Tears	June 14 '53	Craig Stevens, Joyce Holden	64	Drama
5314	Safari Drums	June 21 '53	Johnny Sheffield	71	Adventure
5309	Son of Belle Starr (C)	June 28 '53	Kelth Larsen, Peggie Castle	70	Western
5330	Northern Patrol	July 12 '53	Kirby Grant	69	Drama
5301	The Maze (3D)	July 26 '53	Richard Carlson, Veronica Hurst	81	Drama
5325	Topeka	Aug. 9 '53	Bill Elliott	69	Western
5397	Affair in Monte Carlo (Brit.)	Aug. 23 '53	Merle Oberon, Richard Todd	75	Drama
5320	Clipped Wings	Aug. 30 '53	Bowery Boys	64	Comedy
5264(R)	Rose Bowl Story, The	Sept. 6 '53	Marshall Thompson	71	Drama
5317	Mexican Manhunt	Sept. 13 '53	George Brent, Hillary Brooke	72	Drama
5334	Fighting Lawman, The	Sept. 20 '53	Wayne Morris	71	Western
5403	Royal African Rifles, The (C)	Sept. 27 '53	Louise Hayward, Veronica Hurst	76	Adventure
5430	Yellow Balloon	Oct. 4 '53	Andrew Ray, Kathleen Ryan	80	Drama
5327	Hot News	Oct. 11 '53	Stanley Clements	70	Western
5407	Jennifer	Oct. 25 '53	Ida Lupino, Howard Duff	72	Drama
5486	Jack Slade	Nov. 8 '53	Mark Stevens	90	Melodrama
5422	Vigilante Terror	Nov. 15 '53	Bill Elliott, Mary Ellen Kay	76	Western
5421	Fighter Attack (C)	Nov. 22 '53	Sterling Hayden	80	Drama
5321	Private Eyes	Dec. 6 '53	Bowery Boys	64	Drama
5355	Texas Badman	Dec. 20 '53	Wayne Morris	62	Western
5315	Golden Idol	Jan. 10 '54	Johnny Sheffield	71	Adventure
5331	Yukon Vengeance	Jan. 17 '54	Kirby Grant, Mary E. Kay	68	Drama
5408	World for Ransom	Jan. 31 '54	Dan Duruya	82	Drama
5405	Highway Dragnet	Feb. 7 '54	Wanda Hendrix, Joan Bennett	71	Melodrama
5423	Bitter Creek	Feb. 21 '54	Bill Elliott	74	Drama

(Continued in column 2)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
51	Riot in Cell Block 11	Feb. 28 '54	Neville Brand, Leo Gordon	80	Comedy
5418	Paris Playboys	Mar. 7 '54	Bowery Boys	62	Western
52	Dragonfly Squadron	Mar. 21 '54	John Hodiak, Barbara Britton	83	Drama
5414	Loop-hole	Mar. 28 '54	Barry Sullivan, Dorothy Malone	80	Western
5410	Pride of the Blue Grass (C)	Apr. 4 '54	Lloyd Bridges, Vera Miles	71	Drama
5404	Arrow in the Dust (C)	Apr. 25 '54	Sterling Hayden, Coleen Gray	70	Drama
5424	Forty-Niners, The	May 9 '54	Bill Elliott, Virginia Grey	71	Western
5419	Bowery Boys Meet the Monsters	June 6 '54	Bowery Boys	70	Comedy
5426	Desperado, The	June 20 '54	Wayne Morris	70	Western
5409	Home from the Sea	June 27 '54	Jan Sterling, Neville Brand	70	Drama

Stratford

(All British)

Double Confession	May 2 '53	Derek Farr, Peter Lorre	86	Drama
Landfall	May 9 '53	Michael Denison, Patricia Plunkett	86	Drama
Will Any Gentleman?	Feb. '54	George Cole, Veronica Hurst	84	Comedy
Mr. Potts Goes to Moscow	Mar. 14 '54	Oscar Homolka, Nadia Gray	93	Comedy
Guilt Is My Shadow	Mar. '54	Peter Reynolds, Elizabeth Sellars	86	Drama
Angels One Five	May '54	Jack Hawkins, Michael Denison	98	Drama
Men Are Children Twice	June 15 '54	Maureen Swanson, John Fraser	74	Drama

COLUMBIA

Amush at Tomahawk Gap (C)	May '53	John Hodiak, John Derek	73	Western
Fort 71 (C) (3D)	May '53	Gene Autry, Smiley Burnette	57	Western
Goldwyn Ghost Riders	May '53	Rhonda Fleming, William Lundigan	81	Drama
Serpent of the Nile (C)	May '53	John Ireland, Richard Denning	73	Drama
49th Man, The	June '53	Kirk Douglas, Milly Vitale	86	Drama
Jugler, The	June '53	Paul Henreid, Patricia Medina	72	Adventure
Siren of Bagdad (C)	June '53	Preston Foster, Mary Stuart	77	Drama
530(R) Thunderhoof	June '53	Denise Dares, Patric Knowles	70	Melodrama
Flame of Calcutta (C)	July '53	Broderick Crawford, John Derek	73	Western
Last Posse, The	July '53	Jane Wyman, Ray Milland	95	Musical
Let's Do It Again (C)	July '53	Gene Autry, Smiley Burnette	57	Western
Pack Train	July '53	Gene Autry, Smiley Burnette	57	Western
575 Cruisin' Down the River (C)	Aug. '53	Dick Haymes, Audrey Totter	81	Musical
604 5000 Fingers of Dr. T (C)	Aug. '53	Peter Lind Hayes, Mary Healy	88	Fantasy
536 Mission Over Korea	Aug. '53	John Hodiak, Audrey Totter	86	Drama

(Continued on following page, column 1)

COLUMBIA (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
605	Stranger Wore a Gun (3D)	Aug. '53	Randolph Scott, Claire Trevor	83	Drama
608	Valley of the Headhunters	Aug. '53	Johnny Weissmuller	67	Adventure
609	China Venture	Sept. '53	Edmond O'Brien, Barry Sullivan	83	Adventure
610	Conquest of Cochise	Sept. '53	John Hodiak, Robert Stack	70	Western
616	From Here to Eternity	Sept. '53	Cliff, Lancaster, Kerr, Sinatra	118	Drama
576	Saginaw Trail	Sept. '53	Gene Autry	54	Western
545	Salome (C)	Sept. '53	Rita Hayworth, Stewart Granger	108	Drama
542	Sky Commando	Sept. '53	Dan Duryea, Frances Gifford	69	Drama
614(R)	Untamed Breed	Sept. '53	Sonny Tufts, Barbara Hale	79	Western
615	Big Heat	Oct. '53	Glenn Ford, Gloria Grahame	90	Drama
613	Combat Squad	Oct. '53	John Ireland, Lon McCallister	72	Drama
525	Slaves of Babylon (C)	Oct. '53	Richard Conte, Linda Christian	82	Drama
617	Gun Fury (C) (3D)	Nov. '53	Rock Hudson, Donna Reed	83	Western
593	Last of the Pony Riders	Nov. '53	Gene Autry	59	Western
621	Paris Model	Nov. '53	Marilyn Maxwell, Paulette Goddard	59	Drama
622	Prisoners of the Cashah	Nov. '54	Gloria Grahame, Cesar Romero	78	Drama
.....	Killer Ape, The	Dec. '53	Johnny Weissmuller	68	Adventure
.....	Nebuchadnezzar, The (C) (3D)	Dec. '53	Phil Carey, Roberta Haynes	68	Western
624	Bad for Each Other	Jan. '54	Charlton Heston, Elizabeth Scott	83	Drama
.....	Drums of Tahiti (3D) (C)	Jan. '54	Patricia Medina, Dennis O'Keefe	73	Drama
620	El Alamein	Jan. '54	Scott Brady, Rita Moreno	87	Drama
619	Paratrooper (C)	Jan. '54	Alan Ladd, Leo Genn	87	Drama
.....	(R) Singin' in the Corn	Jan. '54	Judy Canova, Allen Jenkins	64	Comedy
625	Charge of the Lancers (C)	Feb. '54	Jean Pierre Aumont, P. Goddard	74	Adventure
.....	Miss Sadie Thompson (C) (3D)	Feb. '54	Rita Hayworth, Joe Ferrer	91	Drama
623	Wild One, The	Feb. '54	Marlon Brando, Mary Murphy	79	Drama
.....	Bait	Mar. '54	Hugo Haas, Cleo Moore	79	Melodrama
.....	Battle of Rogue River (C)	Mar. '54	George Montgomery	71	Western
.....	It Should Happen to You	Mar. '54	Judy Holliday, Peter Lawford	87	Comedy
.....	Drive a Crooked Road	Apr. '54	Mickey Rooney, Dianne Foster	82	Drama
.....	Iron Glove, The (C)	Apr. '54	Robert Stack, Ursula Thielis	77	Drama
.....	Jesse James vs. Dalton (C) (3D)	Apr. '54	Brett King, Barbara Lawrence	65	Western
.....	Mad Magician, The (C) (3D)	May '54	Vincent Price, Mary Murphy	72	Drama
.....	Massacre Canyon	May '54	Phil Carey, Audrey Totter	66	Western
.....	Miami Story	May '54	Barry Sullivan	75	Drama
.....	Saracen Blade, The (C)	June '54	Ricardo Montalban, Bette St. John	76	Adventure
.....	Bat Masterson, Bad Man (C)	George Montgomery, Nancy Gates	Western
.....	Black Dakotas (C)	Gary Merrill, Wanda Hendrix	Western
.....	Black Knight (C)	Alan Ladd, Patricia Medina	Adventure
.....	Caine Mutiny, The (C)	Humphrey Bogart, V. Johnson, J. Ferrer	Drama
.....	Father Brown (Brit.)	Alec Guinness, Joan Greenwood	Comedy
.....	Fire Over Africa	Maureen O'Hara	Drama
.....	Hell Below Zero (C)	Alan Ladd, Joan Tetzel	Drama
.....	Human Desire	Broderick Crawford, Gloria Grahame	Drama
.....	I Was a Prisoner in Korea	Robert Francis, Dianne Foster	Drama
.....	Indiscretion of an American Wife	Jennifer Jones, Montgomery Clift	63	Drama
.....	(R) Jolson Story, The (C)	Larry Parks, Evelyn Keren	124	Musical
.....	Law vs. Billy the Kid	Scott Brady	Western
.....	On the Waterfront	Marlon Brando, Eva Marie Saint	Drama
.....	Outlaw Stallion (C)	Phil Carey	Western
.....	Pushover	Fred MacMurray, Kim Novak	Melodrama
.....	They Rode West (C)	Robert Francis, Donna Reed	Adventure
.....	Three Hours to Kill	Donna Reed	Melodrama

MGM (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
332	Fast Company	May 22 '53	Howard Keel, Nina Foch	88	Comedy
333	Young Bess (C)	May 29 '53	J. Simmons, S. Granger, D. Kerr	112	Drama
334	Slight Case of Larceny, A	June 5 '53	Mickey Rooney, Eddie Bracken	71	Comedy
336	Scandal at Scourie (C)	June 13 '53	Greer Garson, Walter Pidgeon	99	Drama
335	Dream Wife	June 19 '53	C. Grant, D. Kerr, W. Pidgeon	99	Comedy
338	Story of Three Loves, The (C)	June 26 '53	P. Angeli, L. Caron, M. Shearer	122	Drama
339	Arena (C) (3D)	June '53	Gig Young, Jean Hagen	71	Western
339(R)	Trader Horn	June '53	Harry Carey, Edwina Booth	120	Adventure
340(R)	Sequoia	June '53	Jean Parker, Russell Hardie	73	Adventure
341	Dangerous When Wet (C)	July 3 '53	Eather Williams, Fernando Lamas	85	Musical
342	Lili (C)	July 10 '53	Lealie Caron, Mel Ferrer	81	Drama
343	Ride, Vaquero (C)	July 17 '53	Robert Taylor, Ava Gardner	90	Drama
344	Main Street to Broadway	July 31 '53	All Star Cast	102	Drama
346	Band Wagon, The (C)	Aug. 7 '53	Fred Astaire, Cyd Charisse	112	Musical
346	Affairs of Doble Gillie	Aug. 14 '53	Debbie Reynolds, Bobby Van	74	Musical
347	Big Leagues, The	Aug. 21 '53	Edward G. Robinson, Vera-Allen	71	Drama
348	Latin Lovers (C)	Aug. 28 '53	Lana Turner, Ricardo Montalban	104	Musical
401	Half a Hero	Sept. 4 '53	Red Skelton, Jean Hagen	71	Comedy
402	Terror on a Train	Sept. 18 '53	Glenn Ford, Anne Vernon	72	Drama
403	Actress, The	Sept. 25 '53	Spencer Tracy, Jean Simmons	96	Comedy
404	Mogambo (C)	Oct. 9 '53	Clark Gable, Ava Gardner	116	Drama
405	Torch Song	Oct. 23 '53	Joan Crawford, Michael Wilding	99	Drama
406	Take the High Ground (C)	Oct. 30 '53	Richard Widmark, Karl Malden	101	Drama
407	All the Brothers Were Valiant (C)	Nov. 13 '53	Taylor, Blyth, Granger	101	Drama
408	Kiss Me Kate (C) (3D)	Nov. 28 '53	Kathryn Grayson, Howard Keel	109	Musical
409	Escape from Fort Bravo (C)	Dec. 4 '53	William Holden, Eleanor Parker	98	Drama
410	Easy to Love (C)	Dec. 25 '53	Eather Williams, Van Johnson	96	Musical
411(R)	Qao Vadis (C)	Jan. 54	Robert Taylor, Deborah Kerr	168	Drama
412	Give a Girl a Break (C)	Jan. 1 '54	The Champions, Debbie Reynolds	82	Musical
413	Knights of the Round Table (C) (C.S.)	Jan. 15 '54	Robert Taylor, Ava Gardner	115	Drama
414	Great Diamond Robbery, The	Jan. 29 '54	Red Skelton, Cara Williams	69	Comedy
415	Sadella (C)	Feb. 5 '54	Cornel Wilde, Rita Gam	82	Drama
416	Long, Long Trailer, The (C)	Feb. 19 '54	Lucille Ball, Desi Arnaz	96	Comedy
417	Tennessee Champ (C)	Mar. 5 '54	Shelley Winters, Dewey Martin	73	Drama
418	Rose Marie (C) (C.S.)	Mar. 19 '54	Ann Blyth, F. Lamas, H. Keel	106	Musical
419	Gypsy Colt (C)	Apr. 2 '54	Donna Corcoran, Frances Dee	72	Drama
420	Rhapsody (C)	Apr. 16 '54	Elizabeth Taylor, Vittorio Gassman	113	Drama
423	Executive Suite	Apr. '54	Allyson, Holden, Stanwyck, March	104	Drama
421	Flame and the Flesh (C)	May '54	Lana Turner, Carlos Thompson	104	Drama
427	Prisoner of War	May '54	Ronald Reagan, Dewey Martin	81	Drama
425	Men of the Fighting Lady (C)	June '54	Ann Blyth, Edmund Purdon	80	Drama
424	Student Prince, The (C.S.)	June '54	Ann Blyth, Robert Taylor	109	Musical
430(R)	Valley of the Kings (C)	July '54	Eleanor Parker, Robert Taylor	Drama
429	Gene With the Wind (C)	July '54	Gable, Leigh, deHavilland	222	Drama
426	Her Twelve Men (C)	Aug. '54	Greer Garson, Robert Ryan	Drama
.....	Seven Brides for Seven Brothers (C.S.)	Aug. '54	Jane Powell, Howard Keel	Musical
.....	Julius Caesar	Special	Brando, Calhern, Garson, Kerr	121	Drama
.....	Beau Brummel (C)	Stewart Granger, Elizabeth Taylor	Drama
428	Betrayed (C)	Clark Gable, Lana Turner	Drama
.....	Brigadoon (C.S.)	Gene Kelly, Cyd Charisse	Musical
.....	Crest of the Wave	Gene Kelly, Jeff Richards	Drama
.....	Invitation to the Dance (C)	Gene Kelly, Tamara Toumanova	Musical
.....	Last Time I Saw Paris (C)	Elizabeth Taylor	Drama

I. F. E.

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5217	O.K. Nero	May '53	Silvana Pampanini, Gino Cervi	88	Comedy
5218	Secret Conclave, The	Sept. '53	Henry Vidor	86	Drama
5219	Little World of Don Camillo, The	Oct. '53	Fernandel, Gino Cervi	96	Comedy
5220	Three Girls from Rome	Oct. '53	Lucia Bos, Cosetta Greco	85	Comedy
5221	Young Caruso, The	Oct. '53	Gina Lollobrigida	77	Musidrama
5222	White Heat of Pitts Pale, The	Nov. '53	Hans Albers	74	Adventure
5223	Lure of the Sila	Dec. '53	Silvana Mangano, Vittorio Gassman	74	Drama
5224	Fugitive in Trieste	Jan. '54	Doris Durranti	83	Drama
5225	Golden Coach, The (C)	Jan. '54	Anna Magnani	105	Drama
5226	Greatest Love, The	Jan. '54	Ingrid Bergman, Alexander Knox	113	Drama
5227	Sensuality	Apr. '54	Eleanora Rossi-Drago	74	Drama
5228	Hell Raiders of the Deep	May '54	Eleanora Rossi-Drago	93	Docu'ry
5229	Girls Marked Danger	June '54	Silvana Pampanini, E. Rossi-Drago	78	Drama

LIPPERT

5217	Twilight Women (Brit.)	May 15 '53	Freda Jackson, Lola Maxwell	89	Drama
5218	Slasher, The (Brit.)	May 22 '53	Anna May Wong	76	Drama
5219	Johnny the Giant Killer (C)	May 29 '53	James Kenney, Joan Collins	75	Drama
5220	Ghost Ship (Brit.)	June 5 '53	Animated Cartoon	76	Fairy Tale
5221	Eyes of the Jungle	June 12 '53	Dermot Walsh, Hazel Court	69	Melodrama
5222	Great Jesse James Raid, The (C)	July 1 '53	Jon Hall	79	Adventure
5223	Spaceways	Aug. 7 '53	Howard Duff, Eva Bartok	76	Drama
5224	Project Moon Base	Sept. 4 '53	Donna Martell, Ross Ford	63	Adventure
5225	Norman Conquest	Sept. 11 '53	Tom Conway, Eva Bartok	79	Drama
5226	Iron Mask	Sept. 18 '53	Douglas Fairbanks	78	Drama
5227	Mr. Robinson Crusoe	Sept. 25 '53	Douglas Fairbanks	76	Drama
5228	Undercover Agent	Oct. 2 '53	Dermot Walsh, Hazel Court	69	Melodrama
5229	Fighting Men	Oct. 9 '53	Special Cast	63	Drama
5230	Shadow Man	Oct. 16 '53	Cesar Romero	77	Drama
5231	Sins of Jericho (C)	Nov. 27 '53	Paulette Goddard, George Nader	74	Drama
5232	Man From Cairo	Dec. 4 '53	George Raft, Gianna Maria Canale	82	Drama
5233	Terror Street	Dec. 11 '53	Dan Duryea	83	Drama
5234	Limping Man	Jan. 1 '54	Lloyd Bridges	76	Drama
5235	White Fire	Jan. 15 '54	Scott Brady, Mary Castle	82	Drama
5236	Hollywood Thrill-Makers	Jan. 22 '54	James Gleason	60	Drama
5237	Black Glove	Jan. 29 '54	Alex Nicol	84	Drama
5238	Queen of Sheba	Feb. 12 '54	Gino Cervi, Leonora Ruffo	99	Drama
5239	We Want a Child	Feb. 19 '54	Special Cast	76	Drama
5240	Blackout	Mar. 19 '54	Dana Clark	87	Drama
5241	Fangs of the Wild	Apr. 2 '54	Charles Chaplin, Jr., Onslow Stevens	71	Western
5242	Heat Wave	Apr. 16 '54	Alex Nicol, Hillary Brooke	71	Drama
5243	Monster from the Ocean Floor	May 14 '54	Anne Kimball, Stuart Wade	69	Drama
5244	The Cowboy (C)	May 21 '54	Special Cast	69	Doc'ry
5245	River Beat	May 28 '54	Phyllis Kirk, John Bentley	74	Melodrama
5246	Terror Ship	June 4 '54	William Lundigan	87	Melodrama
5247	Big Chase, The	June 11 '54	Lon Chaney, Glenn Langan	87	Melodrama
5248	Paid to Kill	June 18 '54	Dane Clark	74	Melodrama
5249	Sleaze, The	June 25 '54	Special	74	Melodrama

MGM

5402	Deadly Game		Lloyd Bridges, Finlay Currie		Melodrama
5403	Race for Life, A		Richard Conte, Mari Aldon		Drama
5404	The Unholy Four		Paulette Goddard		Drama

(Continued at top of page above)

PARAMOUNT

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5129	Greatest Show on Earth (C)	May '53	All-Star Cast	153	Circus-Dr.
5130	Pony Express (C)	May '53	Charlton Heston, Rhonda Fleming	101	Western
5131	Sanjane (C) (3D)	May '53	Fernando Lamas, Arlene Dahl	95	Drama
5132	Jamaica Run (C)	June '53	Ray Milland, Arlene Dahl	92	Adventure
5133	Vanquished, The (C)	June '53	John Payne, Jan Sterling	94	Adventure
5134	Scared Stiff	June '53	Martin & Lewis, Elizabeth Scott	108	Comedy
5135	Houdini (C)	July '53	Tony Curtis, Janet Leigh	106	Drama
5136	Stalag 17	July '53	William Holden, Don Taylor	129	Comedrama
5137	Shane (C)	Aug. '53	Alan Ladd, Jean Arthur	117	Western
5138	Arrowhead (C)	Aug. '53	Charlton Heston, Jack Palance	105	Western
5139	Caddy, The	Sept. '53	Martin & Lewis	95	Comedy
5140	Roman Holiday	Sept. '53	Gregory Peck, Audrey Hepburn	119	Comedy
5141	Little Boy Lost	Oct. '53	Bing Crosby, Claude Dauphin	95	Drama
5142	Those Redheads from Seattle (C) (3D)	Oct. '53	Rhonda Fleming, Gene Barry	90	Musical
5143	War of the Worlds (C)	Oct. '53	Gene Barry, Ann Robinson	85	Drama
5144	Flight to Tangier (C) (3D)	Nov. '53	Joan Fontaine, Jack Palance	96	Drama
5145	Botany Bay (C)	Nov. '53	Alan Ladd, James Mason	94	Drama
5146	Here Come the Girls (C)	Dec. '53	Hope, Clooney, Dahl, Martin	78	Musicomedy
5147	Cease Fire! (3D)	Jan. '54	Korean G.I.'s	75	Drama
5148	Forever Female	Jan. '54	Paul Douglas, Ginger Rogers	93	Comedy
5149	Alaska Seas	Jan. '54	Robert Ryan, Jan Sterling	78	Adventure
5150	Jivaro (C)	Feb. '54	Fernando Lamas, Rhonda Fleming	91	Adventure
5151	Money From Home (C) (3D)	Feb. '54	Martin & Lewis	100	Comedy
5152	Naked Jungle (C)	Mar. '54	Eleanor Parker, Charlton Heston	95	Adventure
5153	Red Garters (C)	Mar. '54	Rosemary Clooney, Jack Carson	81	Musical
5154	Casanova's Big Night (C)	Apr. '54	Bob Hope, Joan Fontaine	86	Comedy
5155	5556 Calling Scotland Yard	Apr. '54	Paul Douglas, Narrator (6)	27 ea.	Features
5156	Elephant Walk (C)	June '54	Elizabeth Taylor, Dana Andrews	103	Drama
5157	Secret of the Incas (C)	June '54	Charlton Heston, Nicole Maurey	103	Adventure
5158	About Mrs. Leslie	July '54	Shirley Booth, Robert Ryan	104	Drama
5159	Knock on Wood (C)	July '54	Danny Kaye, Mai Zetterling	103	Comedy
5160	Living It Up (C)	July '54	Martin & Lewis, Janet Leigh	95	Comedy

5161	Bridges at Toko-Ri (C)	Mar. '54	Fredric March, William Holden		Drama
5162	Country Girl		Grace Kelly, Crosby, Holden		Drama
5163	Mambo		Shelley Winters, Silvano Mangano		Drama
5164	Rear Window (C)		James Stewart, Grace Kelly		Drama
5165	Sabrina		Audrey Hepburn, Humphrey Bogart		Comedy
5166	Three Ring Circus (C)		Dean Martin, Jerry Lewis		Comedy
5167	Ulysses (C)		Kirk Douglas, Silvano Mangano		Drama
5168	White Christmas (C)		Crosby, Kaye, Clooney		Musical

REPUBLIC

5231	Iron Mountain Trail	May 8 '53	Rex Allen	84	Western
5232	Sun Shines Bright, The	May 22 '53	Charles Winninger, Arleen Whelan	90	Drama
5233	Savage Frontier	May 15 '53	Allan Rocky Lane	84	Western
5234	City That Never Sleeps	June 12 '53	Gig Young, Mala Powers	90	Drama
5235	Sweetheart on Parade (C)	July 15 '53	Ray Middleton, Ellen Christy	90	Musical
5236	Down Laredo Way	Aug. 5 '53	Rex Allen	84	Western
5237	Bandits of the West	Aug. 8 '53	Allan Rocky Lane	84	Western
5238	Champ for a Day	Aug. 15 '53	Alex Nicol, Audrey Totter	90	Melodrama
5239	El Paso Stampede	Sept. 8 '53	Allan Rocky Lane	84	Western
5240	Shadows of Tombstone	Sept. 28 '53	Rex Allen	84	Western
5241	Red River Shore	Dec. 15 '53	Rex Allen	84	Western
5242	Trent's Last Case (Brit.)	Jan. 1 '54	Michael Wilding, Margaret Lockwood	90	Melodrama
5243	Sea of Lost Ships	Feb. 1 '54	John Derek, Wanda Hendrix	85	Western
5244	Phantom Stallion	Feb. 10 '54	Rex Allen	84	Western
5245	Crazylegs-All American	Feb. 15 '54	Lloyd Nolan	87	Drama
5246	Flight Nurse	Mar. 1 '54	Joan Leslie, Forrest Tucker	90	Drama

(Continued on following page, column 1)

REPUBLIC (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5302	Geraldine	Apr. 1 '54	John Carroll, Mala Powers	90	Musical
5325	Untamed Heiress, The	Apr. 12 '54	Judy Canova, Don Barry	70	Comedy
5303	Jubilee Trail (C)	May 15 '54	Vera Ralston, Forrest Tucker	103	Drama
5304	Hill's Half Acre	June 1 '54	Wendell Corey, Evelyn Keyes	91	Drama
5305	Laughing Anne (Brit.) (C)	July 1 '54	Wendell Corey, Margaret Lockwood	90	Drama
5307	Johnny Guitar (C)	Aug. '54	Joan Crawford, Sterling Hayden	110	Drama
5306	Make Haste to Live	Aug. '54	Dorothy McGuire, Stephen McNally	90	Drama
....	Outcast, The (C)	John Derek, Joan Evans	Drama
....	Shanghai Story	Ruth Roman, Edmond O'Brien	Drama
....	Trouble in the Glen (Brit.) (C)	Margaret Lockwood, Forrest Tucker	Drama

RKO RADIO

318	Split Second	May 2 '53	Alexis Smith, Stephen McNally	85	Melodrama
319	Big Frame, The (Brit.)	May 15 '53	Mark Stevens, Jean Kent	67	Drama
322	Night Without Stars (Brit.)	May 20 '53	David Farrar, Nadia Gray	75	Drama
320	Sea Devils (C)	May 23 '53	Yvonne DeCarlo, Rock Hudson	91	Adventure
321	Below the Sahara (C)	May 26 '53	Native Cast	65	Documentary
324	Tarzan and the She-Devil	June 8 '53	Lex Barker, Joyce Mackenzie	76	Adventure
323	Affair with a Stranger	June 20 '53	Jean Simmons, Victor Mature	87	Comedrama
403	Sea Around Us, The (C)	July 11 '53	Documentary	61	Documentary
481(R)	Mighty Joe Young	July 15 '53	Terry Moore, Ben Johnson	94	Drama
482(R)	Lale of the Dead	July 15 '53	Boris Karloff, Ellen Drew	72	Melodrama
401	Second Chance (C) (3D)	July 18 '53	Robert Mitchum, Linda Darnell	82	Drama
402	Devil's Canyon (C) (3D)	July 25 '53	Virginia Mayo, Dale Robertson	92	Western
483(R)	Stage Door	Aug. 5 '53	Katharine Hepburn, Ginger Rogers	91	Drama
484(R)	Without Reservations	Aug. 5 '53	Claudette Colbert, John Wayne	101	Comedy
491	Sword and the Rose, The (C)	Aug. 15 '53	Richard Todd, Glynis Johns	93	Adventure
485(R)	Top Hat	Sept. 21 '53	Fred Astaire, Ginger Rogers	81	Musical
486(R)	Supplicon	Sept. 21 '53	Cary Grant, Joan Fontaine	99	Melodrama
405	Louisiana Territory (C) (3D)	Oct. 16 '53	Documentary	65	Documentary
406	Appointment in Honduras (C)	Oct. 16 '53	Glenn Ford, Ann Sheridan	79	Drama
404	Marry Me Again	Oct. 22 '53	Marie Wilson, Robert Cummings	73	Comedy
487(R)	Follow the Fleet	Oct. 29 '53	Fred Astaire, Ginger Rogers	110	Musical
489(R)	Out of the Past	Oct. 29 '53	Robert Mitchum, Kirk Douglas	97	Melodrama
461	De Cameroun Nights (C)	Nov. 16 '53	Joan Fontaine, Louis Jourdan	87	Drama
409	Killers From Space	Jan. 23 '54	Peter Graves, Barbara Bister	71	Adventure
452(R)	The Best Years of Our Lives	Feb. '54	March, Loy, Wright, Andrews, Mayo	170	Drama
469(R)	Rachel and the Stranger	Feb. '54	Loretta Young, William Holden	93	Drama
470(R)	Valley of the Sun	Feb. '54	Lucille Ball, James Craig	94	Drama
.....	French Line (C) (3D)	Jane Russell, Gilbert Roland	102	Musical
408	She Couldn't Say No	Feb. 15 '54	Jean Simmons, Robert Mitchum	89	Comedy
494	Rob Roy (Brit.) (C)	Feb. 27 '54	Richard Todd, Glynis Johns	87	Drama
471(R)	Tail in the Saddle	Mar. '54	John Wayne	87	Western
472(R)	The Enchanted Cottage	Mar. '54	Dorothy McGuire, Robert Young	91	Drama
410	Dangerous Mission (C) (3D)	Mar. 6 '54	Victor Mature, Piper Laurie	75	Drama
473(R)	Mr. Blandings Builds His Dream House	Apr. 1 '54	Cary Grant, Myrna Loy	94	Comedy
493(R)	Pinocchio (C)	Apr. 1 '54	Disney Feature	87	Fantasy
474(R)	They Won't Believe Me	Apr. 1 '54	Susan Hayward, Robert Young	95	Drama
411	Saint's Girl Friday	Apr. 15 '54	Louis Hayward, Naomi Chance	68	Mystery
412	Carnival Story (C)	Apr. 16 '54	Anne Baxter, Steve Cochran	95	Drama
475(R)	The Spanish Main	May 1 '54	Maureen O'Hara, Paul Henreid	100	Drama
476(R)	Badman's Territory	May 1 '54	Randolph Scott, Ann Richard	98	Western
.....	Silver Lode (C)	May 15 '54	John Payne, Elizabeth Scott	80	Western

20th CENTURY-FOX (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
406	Gorilla at Large (3D) (C)	May '54	Cameron Mitchell, Anne Bancroft	84	Drama
405	River of No Return (C) (CS)	May '54	Marilyn Monroe, Robert Mitchum	91	Drama
404	Stage at Red River (C)	May '54	Van Johnson, Joanne Dru	81	Drama
413	Three Coins in the Fountain (CS) (C)	May '54	Clifford Webb, Dorothy McGuire	98	Drama
445(R)	Orchestra Wives	May '54	Glenn Miller Orchestra	86	Musical
446(R)	Sun Valley Serenade	May '54	Glenn Miller Orchestra	86	Musical
415	Demetrius and the Gladiators (C) (CS)	June '54	Victor Mature, Susan Hayward	Drama
414	Princess of the Nile (C)	June '54	Jeffrey Hunter, Debra Paget	Western
408	Raid (C)	June '54	Van Heflin, Anne Bancroft	Western
417	Gambler from Natchez (C)	July '54	Dale Robertson, Debra Paget	Drama
416	Garden of Evil (C) (CS)	July '54	Gary Cooper, Susan Hayward	Drama
.....	Broken Lance (CS) (C)	Spencer Tracy, Richard Widmark	Drama
.....	Matter of Life and Death	Ricardo Montalban	Melodrama

UNITED ARTISTS

.....	That Man from Tangier	May 8 '54	Nilla Aather, Roland Young	80	Comedy
.....	Phantom from Space	May 15 '53	Ted Cooper, Noreen Nash	72	Melodrama
.....	Shoot First	May 15 '53	Joel McCrea, Evelyn Keyes	85	Melodrama
.....	Raiders of the Seven Seas (C)	May 27 '53	John Payne, Donna Reed	88	Adventure
.....	Mahatma Gandhi-20th Century Prophet	May '53	Documentary	81	Documentary
.....	Volcano (Ital.) (Eng. Dubbed)	June 5 '53	Anna Magnani, Geraldine Brooks	106	Drama
.....	Two, The	June 10 '53	Hans Conrid, Gloria Blondell	72	Comedy
.....	Ghenghis Khan	June 12 '53	Elvira Reyes, Lou Salvador	78	Drama
.....	Naderthal Man, The	June 19 '53	Robert Shayne, Doris Merrick	78	Drama
.....	Marshal's Daughter, The	June 26 '53	Ken Murray, Preston Foster	71	Comedy
.....	Return to Paradise (C)	July 10 '53	Gary Cooper, Roberta Haynes	100	Drama
.....	Fort Algiers	July 15 '53	Yvonne DeCarlo, Carlos Thompson	78	Drama
.....	Moon in Blue, The	July 17 '53	William Holden, David Niven	98	Comedy
.....	My Heart Goes Crazy (Brit.) (C)	July 22 '53	Sid Field, Greta Gyn	70	Musical
.....	Gun Bet (C)	July 24 '53	George Montgomery, Tab Hunter	77	Western
.....	Vice Squad	July 31 '53	Edward G. Robinson, P. Goddard	87	Melodrama
.....	Melba (C)	Aug. 7 '53	Patrice Munsel, Robert Morley	113	Drama
.....	Captain Scarlett (C)	Aug. 12 '53	Richard Greene, Leonora Amar	75	Adventure
.....	I, the Jury (3D)	Aug. 14 '53	Bigg Elliot, Peggie Castle	87	Mystery
.....	Gay Adventure, The (Brit.)	Aug. 21 '53	Burgess Meredith, Jean Pierre Aumont	82	Comedy
.....	War Paint (C)	Aug. 28 '53	Robert Stack, Joan Taylor	89	Western
.....	No Escape	Sept. 1 '53	Law Ayres, Sonny Tufts	76	Drama
.....	Sabre Jet (C)	Sept. 4 '53	Robert Stack, Coleen Gray	96	Drama
.....	99 River Street	Sept. 11 '53	John Payne, Evelyn Keyes	83	Melodrama
.....	Joe Louis Story, The	Sept. 15 '53	Coley Wallace, James Edwards	88	Drama
.....	Fake, The	Sept. 25 '53	Dennis O'Keefe, Coleen Gray	80	Drama
.....	Donovan's Brain	Sept. 30 '53	Law Ayres, Nancy Davis	81	Melodrama
.....	Man in Hiding	Oct. 2 '53	Paul Henreid, Lois Maxwell	79	Melodrama
.....	Steel Lady	Oct. 9 '53	Rod Cameron, Tab Hunter	84	Adventure
.....	Village, The	Oct. 23 '53	John Justin, Eva Dahlbeck	95	Drama
.....	Dragon's Gold	Oct. 23 '53	John Archer, Hillary Brooke	76	Drama
.....	Capt. John Smith & Pechontas (C)	Nov. '53	Anthony Dexter, Jody Lawrence	75	Drama
.....	Shark River	Nov. '53	Steve Cochran, Carole Mathews	80	Adventure
.....	Song of the Land	Nov. '53	Nature	71	Documentary

RKO RADIO (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
477 (R)	Son of Shindad (C) (3D)	May 15 '54	Dale Robertson, Sally Forrest	30	Adventure
478 (R)	The Thing	June 1 '54	Kenneth Tobey, Margaret Sheridan	87	Adventure
479 (R)	Stations West	June 1 '54	Dick Powell	82	Western
480 (R)	Susan Slept Here (C)	June 15 '54	Dick Powell, Debbie Reynolds	82	Comedy
481 (R)	Big Rainbow, The (C)	June 30	Jack Russell, Gilbert Roland	82	Adventure
482 (R)	Sins of Rome (Ital.)	June 30	M. Girotti, L. Tcherina	82	Drama
483 (R)	Gunga Din	July 1 '54	Cary Grant, Victor McLaglen	82	Drama
484 (R)	The Lost Patrol	July 1 '54	Victor McLaglen, Boris Karloff	82	Drama

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314	Invasion from Mars (C)	May '53	Helena Carter, Arthur Franz	78	Drama
315	Man on a Tightrope	May '53	Fredric March, Gloria Grahame	105	Drama
316	Titanic	May '53	Clifton Webb, Barbara Stanwyck	98	Drama
317	Desert Bata, The	May '53	James Mason, Richard Burton	98	Drama
318	Gentleman's Agreement	May '53	Gregory Peck, Dorothy McGuire	118	Drama
319	Snake Pit, The	May '53	Olivia de Havilland, Leo Genn	108	Drama
320	Girl Next Door, The (C)	June '53	June Haver, Dan Dailoy	92	Musical
321	Powder River (C)	June '53	Rory Calhoun, Corinne Calvet	78	Western
322	Pickup on South Street	June '53	Richard Widmark, Jean Peters	86	Drama
323	Dangerous Crossing	July '53	Jeanne Crain, Michael Rennie	78	Drama
324	Farmer Takes a Wife, The (C)	July '53	Betty Grable, Dale Robertson	81	Musical
325	Glory Brigade, The	July '53	Victor Mature	82	Drama
326	Kid from Left Field, The	July '53	Dan Dailoy, Anne Bancroft	87	Comedrama
327	Rias of Death	July '53	Victor Mature, Richard Widmark	99	Melodrama
328	Road House	July '53	Richard Widmark, Ida Lupino	95	Melodrama
329	Snows of Kilimanjaro (C)	July '53	Peck, Hayward, Gardner	117	Drama
330	White Witch Doctor (C)	July '53	Susan Hayward, Robert Mitchum	96	Adventure
331	Gentlemen Prefer Blondes (C)	Aug. '53	Marilyn Monroe, Jane Russell	91	Musical
332	Inferno (C) (3D)	Aug. '53	Robert Ryan, Rhonda Fleming	83	Drama
333	Savior of the King	Aug. '53	Jeffrey Hunter, Michael Rennie	83	Drama
334	Blueprint for Murder, A	Sept. '53	Joseph Cotten, Jean Peters	76	Melodrama
335	City of Bad Men (C)	Sept. '53	Jeanne Crain, Dale Robertson	82	Western
336	Master Scoutmaster	Sept. '53	Clifton Webb, Edmund Gwenn	87	Comedy
337	Broken Arrow (C)	Sept. '53	James Stewart, Jeff Chandler	93	Western
338	I Was a Male War Bride	Sept. '53	Cary Grant, Ann Sheridan	105	Comedy
339	Thy Neighbor's Wife	Oct. '53	Hugo Haas, Clio Moore	77	Melodrama
340	Robe, The (C.S.)	Oct. '53	Jeanne Crain, Jean Peters	85	Drama
341	How to Marry a Millionaire (C)	Oct. '53	J. Simmons, V. Mature	135	Drama
342	Inferno (C)	Nov. '53	Grable, Monroe, Bacall	86	Comedy
343	Fallen Angel	Nov. '53	Robert Ryan, Rhonda Fleming	83	Drama
344	Forever Amber (C)	Nov. '53	Alice Faye, Dana Andrews	97	Drama
345	A Yank in the R.A.F.	Nov. '53	Linda Darnell, Cornel Wilde	140	Drama
346	Beneath the 12-Mile Reef (C) (C.S.)	Dec. '53	Tyrone Power, Betty Grable	97	Drama
347	Man Crazy	Dec. '53	Terry Moore, Robert Wagner	102	Drama
348	Man in the Attic	Dec. '53	Neville Brand, Christine White	79	Drama
349	Keys of the Kingdom	Dec. '53	Constance Smith, Jack Palance	82	Drama
350	King of the Khyber Rifles (C) (C.S.)	Jan. '54	Gregory Peck, Thomas Mitchell	137	Drama
351	Three Young Texans (C)	Jan. '54	Tyrone Power, Terry Moore	99	Drama
352	Hell and High Water (C) (C.S.)	Jan. '54	Mitzi Gaynor, Jeff Hunter	78	Western
353	Miss Robin Crusoe (C)	Feb. '54	Richard Widmark, Bella Davi	103	Drama
354	New Faces (C) (C.S.)	Feb. '54	Amanda Blake, George Wader	75	Adventure
355	Night People (C) (C.S.)	Mar. '54	Eartha Kitt, Robert Clary	98	Musical
356	Racing Blood (C)	Mar. '54	Gregory Peck, Rita Gam	93	Drama
357	Cry of the City	Mar. '54	Bill Williams, Jean Porter	76	Drama
358	Riders of the Purple Sage	Mar. '54	Victor Mature, Richard Widmark	95	Melodrama
359	Street With No Name	Mar. '54	George Montgomery, Robert Barrat	96	Western
360	Scudaa Hoo-Scudaa Hay (C)	Mar. '54	Richard Widmark, Lloyd Nolan	91	Melodrama
361	Prince Valiant (C) (C.S.)	Apr. '54	June Haver, Walter Brennan	95	Drama
362	Rocket Man, The	Apr. '54	Robert Wagner, Janet Leigh	100	Drama
363		Apr. '54	Thelma Ritter, Jeffrey Hunter	79	Adventure

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UNITED ARTISTS (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
317	Stranger on the Prowl	Nov. '53	Paul Muni	82	Drama
318	Fan, Fan the Tulip (Fr.)	Dec. '53	Gerard Philipe, Gina Lollobrigida	96	Comedy
319	Yesterday and Today	Dec. '53	Calvin	87	Docu'try
320	Captain's Paradise (Brit.)	Dec. 18 '53	Alec Guinness, Yvonne De Carlo	77	Comedy
321	Go Man Go	Jan. '54	Harlem Globetrotters, Dane Clark	77	Comedrama
322	Gilbert and Sullivan (Brit.) (C)	Jan. '54	Robert Morley, Maurice Evans	105	Musical
323	Wicked Woman	Jan. '54	Hedy Lamar, Charles Boyer	77	Drama
324	Conquest of Everest (C)	Jan. 29 '54	Documentary	77	Docu'try
325	Riders to the Stars (C)	Jan. 29 '54	Richard Carlson, Herbert Marshall	81	Adventure
326	Beachhead (C)	Feb. '54	Tony Curtis, Frank Lovejoy	89	Drama
327	Man Between (Brit.)	Feb. '54	James Mason, Claire Bloom	100	Drama
328	Overland Pacific (C)	Feb. '54	Jack Mahoney, Peggie Castle	73	Western
329	Personal Affair	Feb. '54	Gene Tierney, Leo Genn	82	Drama
330	Top Banana (C)	Feb. '54	Phil Silvers, Rose Marie	100	Musical
331	Act of Love	Mar. '54	Kirk Douglas, Dany Robin	108	Drama
332	Beat the Devil	Mar. '54	Humphrey Bogart, Jennifer Jones	82	Drama
333	Golden Mask, The (C)	Mar. '54	Wanda Hendrix, Van Heflin	78	Adventure
334	Scarlet Spear, The	Mar. '54	John Archer, Martha Hyers	88	Adventure
335	Heidi	Apr. '54	Elisabeth Sigmund	98	Drama
336	Lone Gun	Apr. '54	George Montgomery, Dorothy Malone	73	Western
337	Southwest Passage (C)	Apr. '54	Red Cameron, Joanne Dru	82	Western
338	(R) Champion	Apr. '54	Kirk Douglas, Frank Lovejoy	86	Drama
339	(R) Home of the Brave	Apr. '54	Arthur Kennedy, Marilyn Maxwell	99	Drama
340	Capt. Kidd and the Slave Girl (C)	May '54	Anthony Dexter, Eva Gabor	83	Drama
341	Long Walt	May '54	Anthony Quinn, Peggie Castle	82	Melodrama
342	Yellow Tomhawk (C)	May '54	Rory Calhoun, Peggie Castle	82	Western

343	Adventures of Robinson Crusoe (C)	Dan O'Herilthy, James Fernandez	Adventure
344	Apache (C)	Burt Lancaster, Jean Peters	Western
345	Barfoot Confess, The (C)	Humphrey Bogart, Ava Gardner	Drama
346	Beauties of the Night (French)	Gerard Philipe, Gina Lollobrigida	84
347	Crossed Swords (C)	Errol Flynn, Gina Lollobrigida	84
348	Diamond, The (3D)	Denise O'Keefe, Coleen Gray	Melodrama
349	GOG (C) (3D)	Richard Egan, Constance Dowling	Adventure
350	Khyber Patrol (C)	Richard Egan, Dawn Addams	Adventure
351	Malta Story (Brit.)	Alec Guinness, Jack Hawkins	Drama
352	Man With a Million (C)	Gregory Peck, Jane Griffiths	Drama
353	Othello	Orson Welles, Fay Compton	Drama
354	Return to Treasure Island (C)	Dawn Addams, Tab Hunter	Drama
355	Sitting Bull (C) (CS)	J. Carroll Nash, Dale Robertson	Western
356	White Orchid	William Lundigan, Peggie Castle	Drama

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317	Lone Hand (C)	May '53	Joel McCrea, Barbara Hale	80	Western
318	Law and Order (C)	May '53	Ronald Reagan, Dorothy Malone	80	Western
319	It Happens Every Thursday	May '53	Loretta Young, John Forsythe	80	Comedrama
320	Column South (C)	June '53	Audie Murphy, Joan Evans	84	Drama
321	Take Me to Town (C)	June '53	Ann Sheridan, Sterling Hayden	81	Drama
322	It Came from Outer Space	June '53	Richard Carlson, Barbara Rush	82	Drama
323	Queen Is Crowned, A (Brit.) (C)	June '53	Sir Lawrence Olivier (narrator)	86	Documentary
324	Francis Covers the Big Town	July '53	Donald O'Connor, Nancy Guild	86	Comedy
325	All I Desire	July '53	Barbara Stanwyck, Richard Carlson	78	Drama
326	Great Sioux Uprising, The (C)	July '53	Jeff Chandler, Fath Demergue	80	Western

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UNIVERSAL-INTERNATIONAL (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
329	Abbott & Costello Meet Dr. Jekyll & Mr. Hyde	Aug. '53	Abbott & Costello	77	Comedy
328	Man from the Alamo (C)	Aug. '53	Glenn Ford, Julia Adams	79	Western
327	Thunder Bay (C)	Aug. '53	James Stewart, Joanne Dru	103	Drama
332	Golden Blade (C)	Sept. '53	Rock Hudson, Piper Laurie	81	Adventure
331	Stand at Apache River, The (C)	Sept. '53	Stephen McNally, Julia Adams	77	Western
336-3D	Wings of the Hawk (C)	Sept. '53	Van Heflin, Julia Adams	80	Western
333	All-American	Oct. '53	Tony Curtis, Lori Nelson	83	Drama
334	East of Sumatra (C)	Oct. '53	Jeff Chandler, Marilyn Maxwell	82	Adventure
402-3D	Glass Web, The	Nov. '53	Edward G. Robinson, John Forsythe	81	Melodrama
401-3D	Back to God's Country (C)	Nov. '53	Rock Hudson, Steve Cochran	78	Western
403	Vells of Bagdad (C)	Nov. '53	Victor Mature, Mari Blanchard	82	Adventure
404	Tumbleweed (C)	Dec. '53	Audie Murphy, Lori Nelson	80	Western
405	Walkin' My Baby Back Home (C)	Dec. '53	Donald O'Connor, Janet Leigh	95	Musical
406	Forbidden	Jan. '54	Tony Curtis, Joanne Dru	85	Drama
407	War Arrow (C)	Jan. '54	Jeff Chandler, Maureen O'Hara	78	Drama
408	Border River	Jan. '54	Yvonne de Carlo, Joel McCrea	81	Western
409	Taza, Son of Cochise (C) (3D)	Feb. '54	Rock Hudson, Barbara Rush	79	Western
410-3D	Glenn Miller Story (C)	Feb. '54	James Stewart, June Allyson	116	Musical
411-3D	Ride Clear of Diablo (C)	Mar. '54	Audie Murphy, Dan Duryen	81	Western
412	Saskatchewan (C)	Mar. '54	Alan Ladd, Shelley Winters	87	Drama
413	Creature from the Black Lagoon	Mar. '54	Richard Carlson, Julia Adams	79	Drama
414	Yankee Pasha (C)	Apr. '54	Jeff Chandler, Rhonda Fleming	84	Drama
415-3D	Ma and Pa Kettle at Home	Apr. '54	Marjorie Main, Percy Kilbride	81	Comedy
416-3D	Rails Into Laramie (C)	Apr. '54	John Payne, Mari Blanchard	81	Drama
417	Playgirl	May '54	Shelley Winters, Barry Sullivan	85	Drama
418	Firearm Save My Child	May '54	Spike Jones & City Slickers	80	Musical
419	Drums Across the River (C)	June '54	Audie Murphy, Lisa Gaye	78	Western
420	Black Horse Canyon (C)	June '54	Joel McCrea, Mari Blanchard	81	Western
421	Johnny Dark (C)	July '54	Tony Curtis, Piper Laurie	85	Drama
422	Tanganyika (C)	July '54	Van Heflin, Ruth Roman	81	Drama
423	The Egg and I	July '54	Claudette Colbert, Fred MacMurray	108	Comedy
424	Francis Joins the WACS	Aug. '54	Donald O'Connor, Julia Adams	108	Comedy
425	Magnificent Obsession (C)	Aug. '54	Jane Wyman, Rock Hudson	108	Drama
426	Black Shield of Falworth (C) (CS)	Sept. '54	Tony Curtis, Janet Leigh	88	Drama
427	Dawn at Socorro (C)	Sept. '54	Rory Calhoun, Piper Laurie	88	Drama

428	Bengal Rifes (C)	Rock Hudson, Arlene Dahl	Adventure
429	Far Country, The (C)	James Stewart, Ruth Roman	Drama
430	Ma and Pa Kettle at Waliki	Marjorie Main, Percy Kilbride	Melodrama
431	Matchmakers, The	Marjorie Main, Chill Wills	Comedy
432	Naked Alibi	Sterling Hayden, Gloria Grahame	Melodrama
433	Nevada Gold (C)	Lex Barker, Mala Powers	Western
434	Sign of the Pagan (CS) (C)	Jeff Chandler, Jack Palance, Rita Gam	Drama
435	This Island Earth (C)	Bart Roberts, Faith Domergue	Drama

U-I Special Films Division
(All British)

337	Cruel Sea, The	Aug. '53	Jack Hawkins, Virginia McKean	121	Drama
338	Desperate Moment	Sept. '53	Dirk Bogarde, Mai Zetterling	88	Melodrama
339	Tiffeld Thurlbolt (C)	Sept. '53	Godfrey Tearle, Stanley Holloway	85	Comedy
340	Genie Gunman	Sept. '53	John Mills, Elizabeth Sellers	85	Drama
341	Something Money Can't Buy	Oct. '53	Anthony Steel, Patricia Roc	82	Drama
342	Project M 7	Nov. '53	Phyllis Calvert	79	Drama

WARNER BROTHERS

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
219	By the Light of the Silvery Moon (C)	May 2 '53	Doris Day, Gordon MacRae	102	Musical
220	Desert Song, The (C)	May 30 '53	Kathryn Grayson, Gordon MacRae	110	Musical
221	Beast from 20,000 Fathoms, The	June 13 '53	Paul Christian, Paula Raymond	86	Melodrama
222	South Sea Woman	June 27 '53	Burt Lancaster, Virginia Mayo	99	Comedrama
223	Charge at Feather River, The (C) (3D)	July 11 '53	Guy Madison, Frank Lovejoy	96	Western
224	Master of Ballantree (C)	Aug. 1 '53	Errol Flynn, Anthony Steel	89	Adventure
225	So This Is Love (C)	Aug. 15 '53	Kathryn Grayson, Walter Abel	101	Musical
226	Plunder of the Sun (C)	Aug. 29 '53	Glenn Ford, Diana Lynn	81	Drama
227	Island in the Sky	Sept. 5 '53	John Wayne, Lloyd Nolan	109	Drama
228	Moonlighter, The (3D)	Sept. 19 '53	Barbara Stanwyck, Fred MacMurray	77	Drama
229	Beggar's Opera, The (C) (Brit.)	Sept. 26 '53	Laurence Olivier, Dorothy Tutin	94	Musical
230	Lion Is in the Streets (C)	Oct. 3 '53	James Cagney, Barbara Hale	88	Drama
231	Blowing Wild	Oct. 17 '53	Gary Cooper, Barbara Stanwyck	90	Drama
232	So Big	Oct. 31 '53	Jane Wyman, Sterling Hayden	101	Drama
233	309 (R) Key Largo	Nov. 7 '53	Robinson, Bogart, Bacall	101	Drama
234	Treasure of Sierra Madre	Nov. 7 '53	Humphrey Bogart	126	Drama
235	Diamond Queen (C)	Nov. 14 '53	Doris Day, Howard Keel	101	Musical
236	Thunder Over the Plains (C)	Nov. 28 '53	Fernando Lamas, Arlene Dahl	80	Adventure
237	Three Sailors and a Girl (C)	Dec. 12 '53	Randolph Scott, Phyllis Kirk	82	Western
238	Hondo (C) (3D)	Dec. 26 '53	Jane Powell, Gordon MacRae	95	Musical
239	His Majesty O'Keefe (C)	Jan. 2 '54	John Wayne, Geraldine Page	83	Drama
240	Eddie Cantor Story (C)	Jan. 16 '54	Burt Lancaster, Joan Rice	88	Musical
241	Little Caesar	Jan. 30 '54	Keefe Brasselle, Marilyn Erskine	116	Drama
242	Public Enemy	Feb. 2 '54	Edward G. Robinson	80	Drama
243	The Command (C) (C.S.)	Feb. 13 '54	Guy Madison, Joan Weldon	88	Drama
244	Boy from Oklaoma (C)	Feb. 27 '54	Will Rogers, Jr., Nancy Olson	88	Drama
245	Crime Wave	Mar. 6 '54	Gene Nelson, Sterling Hayden	74	Drama
246	Duffy of San Quentin	Mar. 13 '54	Louis Hayward, Joanne Dru	78	Melodrama
247	Phantom of the Rue Morgue (3D) (C)	Mar. 27 '54	Karl Malden, Patricia Medina	84	Drama
248	Riding Shotgun (C)	Apr. 10 '54	Randolph Scott, Wayne Morris	75	Western
249	Lucky Me (CS) (C)	Apr. 24 '54	Doris Day, Phil Silvers	100	Musical
250	(R) Girl for Joe (Force of Arms)	May 15 '54	William Holden, Nancy Olson	100	Drama
251	(R) Guy with a Gun (No Time for Comedy)	May 15 '54	James Stewart, Rosalind Russell	93	Drama
252	Dial M for Murder	May 29 '54	Ray Milland, Grace Kelly	105	Mystery
253	Them	June 19 '54	James Whitmore, Edmund Gwenn	94	Adventure
254	Duel in the Jungle	July '54	Jeanne Crain, Dana Andrews	88	Drama
255	High and the Mighty (CS) (C)	July '54	John Wayne, Claire Trevor	88	Drama
256	Ring of Fear (C) (CS)	July '54	Clyde Beatty, Pat O'Brien	88	Drama
257	Bounty Hunter (C) (3D)		Randolph Scott		Drama
258	King Richard & The Crusaders		Rex Harrison, George Sanders		Drama
259	Star Is Born, A (C) (CS)		Judy Garland, James Mason		Drama

OTHER PICTURES IN RELEASE

Title	Distributor	Running Time	Type
Amazing Mon. Fabre (Fr.-Eng. dial.)	Arlan	88	Drama
Angel and Sinner (Fr.)	A.F.E.	90	Drama
Angel Street (Brit.)	Commercial	84	Drama
Angelo (Ital.)	Scalera	95	Drama
Anita Garibaldi (Ital.)	I.F.E.	95	Drama
Annapurna (C)	Mayer-Kingsley	60	Documentary
Another Shore (Br.)	I.R.O.	77	Comedy
Anthony of Padua (Ital.)	Casolaro	88	Drama
Appointment for Murder (Ital.)	I.F.E.	90	Mystery
Arizona Raiders (R)	Favorite	60	Western
Atomic Monster, The (R)	Realtar	65	Drama
Attack from the Sea (Russ.) (C)	Artkino	89	Drama
Bad Lord Byron (Br.)	I.R.O.	85	Drama
Ballerina (Fr.) (R)	Burstyn	85	Drama
Barber of Seville (Ital.)	Excelsior	105	Opera
Battles of Chief Pontiac	Realtar	72	Western
Beauty and the Beast (Fr.)	Lopert	87	Drama
Beauty and the Devil (Fr.)	Arlan	95	Drama
Before Him All Rome Trembled (It.)	Continental	104	Drama
Bellissima (Ital.)	I.F.E.	108	Drama
Bellissima, The (German)	Burstyn	90	Comedy
Bicycle Thief (Ital.)	Burstyn	89	Drama
Big Day, The (Fr.)	Mayer-Kingsley	63	Comedy
Bigamist, The	Filmakers	36	Drama
Bitter Springs (Brit.)	Hell	73	Western
Black Narcissus (C) (Br.) (R)	Allied	91	Drama
Blackmail (Br.)	Bell	73	Drama
Blades of the Musketeers	Howco	52	Adventure
Blind Desire (Fr.)	Union	87	Drama
Blood Red Rose (Ital.)	Scalera	95	Drama
Body and Soul (R)	Favorite Att.	104	Drama
Bogus Bandits (R)	Astor	88	Comedy
Border Street (Pol.)	Globe	112	Drama
Bowery Blitzkrieg (R)	Savoy	62	Comedy
Boys of the City (R)	Savoy	63	Comedy
Brandy for the Parson (Brit.)	Mayer-Kingsley	71	Comedy
Brave Don't Cry (Brit.)	Mayer-Kingsley	92	Drama
Breakdown	Realtar	77	Drama
Brief Encounter (Br.) (R)	Allied	86	Drama
Broadway Guys (R)	Favorite Att.	79	Comedy
Broken Horseshoe (Brit.)	Ellis	79	Drama
Broken Vow (Ital.)	Casolaro	88	Musidrama
Burma Victory (Br.) (R)	Film Renters	60	Documentary
Cabinet of Dr. Caligari (Ger.) (R)	Famous	62	Drama
Caesar and Cleopatra (C) (Br.) (R)	Allied	126	Drama
Cage of Gold (Br.)	Ellis	83	Drama
Caged Women (Sved.)	Arlan	93	Drama
Captain from Keppenick (Ger.)	Brandon	96	Comedy
Captain Scarface	Astor	72	Melodrama
Carmela (Ital.)	Scalera	84	Drama
Carmen (Fr. & Ital.)	Scalera	96	Musidrama
Caroline Cherie (Fr.)	Davis	115	Drama
Casque D'Or (Story of Blonde) (Fr.)	Union	97	Drama
Cat Women of the Moon (3D)	Astor	64	Drama
Cavalleria Rusticana (Ital.)	Scalera	84	Musidrama
Cheat, The (Fr.)	Union	86	Drama
Cherie (Fr.)	Commercial	90	Drama
Chinatown Squad (R)	Realtar	66	Drama
Cinderella (Ital.)	Times	99	Opera
City of Sin	Ellis	77	Melodrama
Clear Seas (Ital.)	Casolaro	89	Drama
Climbing Mt. Everest (Swiss)	Imperial	66	Documentary
Come Out Fighting (R)	Savoy	62	Comedy
Concert of Stars (Russ.) (C)	Artkino	85	Musical
Congress Dances (Ger.-Eng. Dial.)	Meadow	90	Musidrama

Title	Distributor	Running Time	Type
Hangman's Holiday (Br.)	I.R.O.	81	Drama
Hans Christian Andersen (Br.)	Hofberg	62	Fantasy
Happiest Days of Your Life (Br.)	Pacemaker	81	Comedy
Headline (Br.)	English	76	Melodrama
Heart and Soul (Ital.)	Crest	99	Drama
Heavenly Waits (Ger.)	Casino	93	Musical
Hell Breaks Loose (R)	Favorite Att.	85	Comedy
Hell Is Sold Out (Br.)	Realtar	75	Drama
Hello, Elephant! (Ital.)	Arlan	85	Comedy
Hell's Gateway (Canadian)	Bell	73	Drama
Heroes of the Regiment (R)	Astor	80	Comedy
Hideout for Love (Fr.)	Lopert	80	Comedy
High Time (Ital.)	Int. Film Assoc.	82	Comedy
High Tension (Br.)	Pacemaker	90	Melodrama
H.M.S. Pinfore	Hofberg	70	Musical
His Last 12 Hours (Ital.)	I.F.E.	89	Drama
History of Mr. Polly (Brit.)	I.R.O.	94	Comedy
Holly and the Ivy, the (Brit.)	Pacemaker	80	Drama
Horror Maniacs	Hofberg	70	Horror
Horse's Mouth, The (Brit.)	Mayer-Kingsley	77	Comedy
House of 1000 Women (Brit.)	Academy	83	Drama
Hue and Cry (Br.)	Fine Arts	82	Comedy
Hundred Hour Hunt (Brit.)	Fine Arts	84	Drama
Hurricane at Pilgrim Hill	Howco	53	Comedy
I Know Where I'm Going (Br.) (R)	Allied	91	Comedy
Il Trovatore (Ital.)	Globe	100	Opera
In Society (R)	Realtar	83	Comedy
In the Circus Arena (Russ.) (C)	Artkino	120	Circus
Inheritance, The (Br.)	Fine Arts	85	Drama
Inspector General, The (Russ.) (C)	Artkino	128	Comedy
Interlude (Sved.)	Globe	100	Drama
Intimate Relations (Brit.)	Carroll	85	Drama
Intrigue (R)	Favorite	76	Drama
It Happened in Europe (Hung.)	Lopert	95	Drama
It Started in Paradise (Brit.) (C)	Astor	83	Drama
Jacqueline Mubhaves (Brit.)	Ellis	49	Comedy
Jealous Husband (Ital.)	Crest	86	Comedy
Jenny Lamour (Fr.)	Meadow	101	Drama
Johnny Comes Marching Home (R)	Realtar	74	Musical
Journey Together (Br.)	Film Renters	80	Melodrama
Julius Caesar	Brandon	90	Drama
Justice Is Done (Fr.)	Burstyn	95	Drama
Keepers of the Night (Ger.)	Casino	109	Drama
Khamishin—5 Tales from Israel (Eng. dial.)	Israel-Amer.	110	Comedrama
King's Jester, The (Ital.)	Scalera	95	Musidrama
Kienega, Man of Africa (Br.) (C)	I.R.O.	81	Drama
La Favorita (Ital.)	I.F.E.	78	Opera
La Lupa (Ital.)	Levey	91	Melodrama
La Ronde (Fr.)	Commercial	90	Comedy
La Vie De Boheme (Fr.)	Scalera	90	Musidrama
Lady and the Ranger, The (R)	Realtar	69	Comedy
Lady Paname (Fr.)	Union	97	Musidrama
Last Laugh, The (Ger.) (R)	Famous	86	Drama
Laugh Pagliacci (Ital.)	Continental	83	Musical
Leonardo da Vinci (Man of Mystery) (C)	Manor	87	Documentary
Let's Get Tough (R)	Savoy	82	Comedy
Let's Make Music (Ger.)	Casino	93	Musical
Life Begins Tomorrow (Fr.)	Mayer-Kingsley	89	Drama
Life of Ferdinand Raimund (Ger.)	Burstyn	190	Musical
Little Fugitive	Burstyn	75	Comedy
Living Desert, The (C)	Buena Vista	73	Documentary
Lonely Night, The	Mayer-Kingsley	82	Documentary
Long Memory (Brit.)	Astor	90	Melodrama
Lost Women	Howco	70	Drama

OTHER PICTURES IN RELEASE (continued)

Title	Distributor	Running Time	Type
Lover Come Back (R)	Reinart	96	Comedy
Lovers, The (Ital.)	Scalera	85	Musidrama
Lovers of Toledo, The (Ital-Eng) (dubbed)	Hakim	75	Melodrama
Lover's Return, A (Fr.)	Lopert	96	Drama
Loves of Don Juan, The (Ital.)	Scalera	92	Musidrama
Lower Depths, The (Fr.)	Globe	95	Drama
Lucia Di Lammermoor (Ital.)	Casolare	107	Opera
Lucky Five, The (Ital.)	I.F.E.	85	Comedrama
Lacresia Borgia (Fr.)	Meadow	88	Drama
Madonna of the 7 Moons (Br.) (R)	Allied	88	Drama
Magic Box (C) (Brit.)	Mayer-Kingale	103	Drama
Magic Sword (Yugo.)	Ellis	95	Fantasy
Ma Pomme (Fr.)	Union	72	Comedy
Male Brute (Ital.)	Burstyn	112	Drama
Mamma (Ital.)	Continental	84	Musical
Man Killer (R)	Favorite Att.	96	Drama
Man of Conflict	Apex	88	Drama
Man of Evil (Brit.) (R)	Bell	96	Drama
Man of the Forest (R)	Favorite Att.	87	Western
Man Who Murdered Himself (R)	Favorite Att.	83	Drama
Maniacs on Wheels (Br.)	L.R.O.	70	Drama
Manon (Fr.)	Union	91	Drama
Marie du Port (Fr.)	Fine Arts	90	Drama
Marika (Ger.) (C)	Baker-Brill	99	Musical
Marriage in the Shadows (Ger.)	Globe	100	Drama
Marriage of Figaro (Ger.)	Artkino	106	Opera
Marry Me (Br.)	Ellis	83	Comedrama
Martin Luther	de Rochemont	103	Drama
Massacre Hill (Br.)	L.R.O.	72	Drama
Melody of Love (Ital.)	I.F.E.	96	Musical
Mikado, The (C) (Br.) (R)	Allied	89	Musical
Minne, the Curious Bride (Ital.)	Commercial	90	Comedy
Miquette (Fr.)	Union	83	Comedy
Miracle in Milan (Ital.)	Burstyn	105	Comedy
Miss Robin Hood (Br.)	Union	81	Comedy
Mr. Denning Drives North (Brit.)	Carroll	93	Comedrama
Mistress of the Mountains (Ital.)	Davis	90	Drama
Mlle. Desiree (Fr.) (R)	Continental dist.	91	Comedrama
Models, Inc.	Mutual	73	Drama
Moment of Truth, The (Fr.)	Arlan	89	Drama
Monsieur Vincent (Fr.)	Lopert	102	Drama
Movie Struck (R)	Astor	86	Comedy
Murder on Monday (Brit.)	Mayer-Kingale	85	Drama
Murder Will Out (Br.)	Kramer-Hyams	83	Melodrama
My Death Is a Mockery (Brit.)	Reinart	87	Drama
My Hands Are Clay (Br.)	Hoffberg	61	Drama
My Heart Sings (Ital.)	I.F.E.	99	Musical
Mysterious Rider (R)	Favorite	72	Western
Mystery Lake (C)	Fine Arts	64	Documentary
Naughty Marline (Br.)	Globe	90	Comedy
Next of Kin (Br.)	Film Renters	90	Docu'try
Night in Venice (Ger.)	Casino	93	Musical
Night Is My Kingdom (Fr.)	Davis	109	Drama
Northwest Stampede (C) (R)	Favorite Att.	76	Western
Notorious Gentleman (Br.) (R)	Allied	108	Drama
O Sole Mio (Ital.)	Continental	90	Musidrama
Old Man Out (Br.) (R)	Allied	115	Drama
On Approval (Br.)	Film Renters	80	Comedy
Only Yesterday (R)	Reinart	105	Drama
Open City (Ital.)	Burstyn	103	Drama
Original Sin (Ger.)	Baker-Brill	80	Musical
Orpheus (Fr.)	Union	84	Fantasy
Our Friends Are Coming (Ital.)	Continental	116	Comedy
Out of This World (C)	Kupferman	75	Documentary

Title	Distributor	Running Time	Type
Stolen Identity	Union	84	Drama
Storm Within (Fr.)	Union	87	Drama
Story of the Thoroughbred (C)	Buena Vista	45	Documentary
Story of Tooca (Ital.)	Scalera	105	Musidrama
Strange Conquest (R)	Reinart	64	Drama
Strange Deception (Ital.)	Casino	96	Drama
Strange Ones, The (Fr.)	Mayer-Kingale	98	Drama
Strange Witness (Ital.)	Continental	82	Drama
Strangler's Morgue	Hoffberg	70	Horror
Streets of Sorrow (Ital.)	Favorite	79	Drama
Stronghold of the Wild (So. Afr.)	Baker-Brill	46	Adventure
Summer Affair (Fr.)	Imperial	90	Drama
Symphonic Pastorale (Fr.)	Fine Arts	90	Drama
Tabu	Manor	80	Docu'try
Tanza Tika (C)	Schaefer	75	Native
Tears of Blood (Ital.)	Crest	96	Drama
Tenderfoot Goes West, A (R)	Hoffberg	85	Western
That Gang of Mine (R)	Savoy	62	Comedy
There Was a Young Lady (Brit.)	Ellis	84	Drama
Third Time Lucky (Br.)	L. R. O.	87	Drama
29 Steps (Br.) (R)	Ellis	80	Melodrama
This Happy Breed (C) (Br.) (R)	Allied	110	Drama
This Wine of Love (Ital.)	Casolare	83	Opera
Three Forbidden Stories (Ital.)	Ellis	105	Drama
Three Steps to Murder	Astor	75	Drama
Tiger Island (R)	Reinart	73	Drama
Time Gentlemen Please (Brit.)	Mayer-Kingale	79	Comedy
Time in the Sun (Mex.)	Brandon	60	Docu'try
Times Gone By (Ital.)	I.F.E.	106	Comedrama
To the Last Man (R)	Favorite	76	Western
Tomorrow Is Too Late (Ital.)	Burstyn	103	Drama
Tonight at 8:30 (Br.) (C)	Continental Dist.	81	Comedy
Tony Drags a Horse (Br.)	Fine Arts	90	Comedy
Topaze (Fr.)	Union	110	Comedrama
Train of Events (Br.)	Fine Arts	87	Drama
True Glory	Film Renters	86	Docu'try
Turn the Key Softly (Brit.)	Astor	81	Drama
Twice Upon a Time (Br.)	Fine Arts	75	Comedy
Twilight (Fr.)	A. F. E.	89	Drama
Two Centa Worth of Hope (Ital.)	Thine	107	Comedrama
Two Madonnas, The (Ital.)	Casolare	89	Musidrama
Two Orphans (Ital.)	Globe	95	Drama
Under the Paris Sky (Fr.)	Union	87	Drama
Undersea Raider (Brit.)	Manor	76	Drama
Unknown, The (Ital.)	Crest	90	Adventure
Vienna Melodies (German)	Casino	81	Musical
Violated	Palace	78	Drama
Voices in Your Heart, A (Ital.)	Scalera	98	Musidrama
Wagon Wheels (R)	Favorite	62	Western
Warning to Wantons (Br.)	L. R. O.	105	Drama
Waterfront Women (Br.)	Bell	75	Drama
When the West Was Young (R)	Favorite	53	Western
Where Is Zaza? (Ital.)	Casolare	94	Musidrama
Wherever She Goes (Aust.)	Mayer-Kingale	80	Musical
White Corridors (Brit.)	Fine Arts	89	Drama
Wicked Lady, The (Br.) (R)	Allied	98	Drama
Wide Boy (Br.)	Reinart	66	Drama
Woman Hater (Br.)	Bell	69	Comedy
Woman of Dolwyn (Br.)	Lopert	94	Drama
Women of Paris (R)	Favorite Att.	112	Drama
Women Without Names (Ital.)	Lopert	90	Drama
Wonderful Times (Ger.)	Academy	96	Comedy
You Will Remember (Br.)	English	80	Musidrama
Young and the Damned, The (Mex.)	Mayer-Kingale	82	Drama
Young Chopin (Russ.)	Artkino	99	Musical
Young Scarface (Br.)	Mayer-Kingale	89	Melodrama

Stars of Ukraine (C) (Russ.).....Artkino.....126.....Concert

FILM BUYERS RATING

Film buyers of independent circuits in the U. S. rate current product on the basis of its performance in their theatres. This report covers 114 attractions, 5,045 playdates.

Titles run alphabetically. Numerals refer to the number of engagements on each attraction reported. The tabulation is cumulative. Dagger (†) denotes attractions published for the first time. Asterisk (*) indicates attractions which are listed for the last time.

EX means Excellent; AA—Above Average; AV—Average; BA—Below Average; PR—Poor.

	EX	AA	AV	BA	PR
†Act of Love (UA)	—	—	1	4	2
Alaska Seas (Para.)	—	—	4	8	6
All the Brothers Were Valiant (MGM)	—	17	56	39	4
Back to God's Country (U-I)	1	24	46	18	6
Bad for Each Other (Col.)	—	—	2	8	5
Beachhead (UA)	—	6	10	4	1
Beat the Devil (UA)	18	—	3	9	11
Beneath the 12-Mile Reef (20th-Fox)	26	13	10	5	1
Best Years of Our Lives (RKO) (Reissue)	1	—	1	3	3
Bigamist, The (Filmmakers)	—	2	7	—	6
Border River (U-I)	1	11	26	10	3
Botany Bay (Para.)	—	2	41	37	9
Boy from Oklahoma (WB)	20	15	20	12	6
Calamity Jane (WB)	5	72	39	8	1
Captain's Paradise (UA)	7	2	3	2	1
Cease Fire! (Para.)	—	5	12	17	7
Command, The (WB)	14	15	11	4	1
Crazylegs—All-American (Rep.)	—	2	7	6	3
Creature from the Black Lagoon (U-I)	—	12	12	2	1
Crime Wave (WB)	—	—	4	2	2
Dangerous Mission (RKO)	—	1	1	3	—
Decameron Nights (RKO)	—	—	—	4	7
Diamond Queen, The (WB)	—	—	7	16	10
Dragonfly Squadron (AA)	1	2	4	2	—
Easy to Love (MGM)	22	27	33	10	15
Eddie Cantor Story (WB)	4	41	25	5	10
El Alamein (Col.)	—	1	5	—	—
Escape from Fort Bravo (MGM)	—	5	40	44	24
Fighter Attack (AA)	—	9	8	—	3
Flight Nurse (Rep.)	1	7	21	11	4
Flight to Tangier (Para.)	—	1	14	27	9
Forbidden (U-I)	—	—	22	18	7
Forever Female (Para.)	8	2	10	14	25
From Here to Eternity (Col.)	65	46	7	2	5
Genevieve (U-I)	4	2	—	1	—
Give a Girl a Break (MGM)	—	7	22	38	15
Glass Web, The (U-I)	—	1	4	9	9
Glenn Miller Story (U-I)	70	33	2	1	—
Go, Man, Go (UA)	8	17	6	2	2
Great Diamond Robbery (MGM)	—	9	12	18	6
Gun Fury (Col.)	—	5	18	12	3
Hell and High Water (20th-Fox)	22	10	4	—	—
Hell's Half Acre (Rep.)	—	1	4	3	1
Here Come the Girls (Para.)	2	8	29	55	26
His Majesty O'Keefe (WB)	14	24	25	36	11
Hondo (WB)	77	31	9	1	3
How to Marry a Millionaire (20th-Fox)	58	8	1	2	—
It Should Happen to You (Col.)	2	2	7	1	3
Jesse James vs. the Daltons (Col.)	4	9	8	7	—
Jivaro (Para.)	—	4	4	14	5
Jubilee Trail (Rep.)	—	3	10	9	3
Julius Caesar (MGM)	7	2	2	—	—

	EX	AA	AV	BA	PR
King of the Khyber Rifles (20th-Fox)	24	7	10	—	3
Kiss Me Kate (MGM)	5	24	27	38	21
Knights of the Round Table (MGM)	15	18	6	3	2
Little Caesar (WB) (Reissue)	7	2	2	10	—
Little Fugitive (Burstyn)	4	4	4	1	1
Living Desert, The (Disney)	10	3	1	—	1
Long, Long Trailer, The (MGM)	81	55	7	1	—
Lucky Me (WB)	—	1	1	6	—
Ma and Pa Kettle at Home (U-I)	15	17	7	—	1
Man Between, The (UA)	—	2	1	4	—
Man Crazy (20th-Fox)	—	1	5	2	1
Man in the Attic (20th-Fox)	—	—	13	4	5
Martin Luther (de Rochemont)	21	16	5	2	1
†Miami Story, The (Col.)	—	—	6	—	1
Miss Robin Crusoe (20th-Fox)	—	—	2	3	7
Miss Sadie Thompson (Col.)	12	22	10	11	—
Money from Home (Para.)	5	32	8	1	2
Naked Jungle, The (Para.)	—	12	7	3	—
Nebraskan, The (Col.)	—	2	5	3	3
New Faces (20th-Fox)	7	—	—	1	2
Night People (20th-Fox)	6	3	2	—	—
Paratrooper (Col.)	1	24	28	20	3
Paris Model (Col.)	—	—	2	3	5
Phantom of the Rue Morgue (WB)	1	2	3	3	1
Pinocchio (RKO) (Reissue)	20	1	—	4	—
Prince Valiant (20th-Fox)	1	1	4	1	1
Prisoners of the Casbah (Col.)	—	1	—	9	6
Private Eyes (AA)	—	3	7	1	—
Public Enemy (WB) (Reissue)	—	4	3	9	—
Quo Vadis (MGM) (Reissue)	8	23	11	8	5
Rails Into Laramie (U-I)	—	—	4	5	1
Red Garters (Para.)	1	3	13	13	11
Rhapsody (MGM)	1	9	1	1	1
Ride Clear of Diablo (U-I)	3	13	15	2	—
Riders to the Stars (UA)	—	1	4	10	3
Riding Shotgun (WB)	—	1	4	2	—
Riot in Cell Block 11 (AA)	—	9	30	13	1
Rob Roy (Disney-RKO)	—	1	12	4	1
Robe, The (20th-Fox)	84	7	2	—	—
Roman Holiday (Para.)	8	24	42	39	8
Rose Marie (MGM)	2	4	7	1	—
Saadia (MGM)	—	1	5	16	20
Saskatchewan (U-I)	7	47	21	5	2
Shane (Para.)	68	51	7	2	—
Shark River (UA)	—	20	13	3	4
She Couldn't Say No (RKO)	—	1	13	6	3
Siege at Red River (20th-Fox)	—	4	2	6	—
Slaves of Babylon (Col.)	—	1	4	5	3
So Big (WB)	1	19	69	23	5
Take the High Ground (MGM)	11	44	48	11	3
Taza, Son of Cochise (U-I)	2	6	14	6	4
Tennessee Champ (MGM)	—	—	1	5	5
Three Sailors and a Girl (WB)	1	7	45	23	12
Three Young Texans (20th-Fox)	—	7	11	11	4
Thunder Over the Plains (WB)	1	18	23	28	7
Top Banana (UA)	—	—	4	8	2
Tumbleweed (U-I)	3	25	29	10	4
Veils of Bagdad (U-I)	—	1	5	20	11
Walking My Baby Back Home (U-I)	—	36	47	29	5
War Arrow (U-I)	—	26	35	12	5
Wild One (Col.)	—	17	10	4	3
Yankee Pasha (U-I)	—	7	10	2	1



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